JUNE 14 1948 PRICE 25 CENTS

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING

1947

. . . for the THIRD time

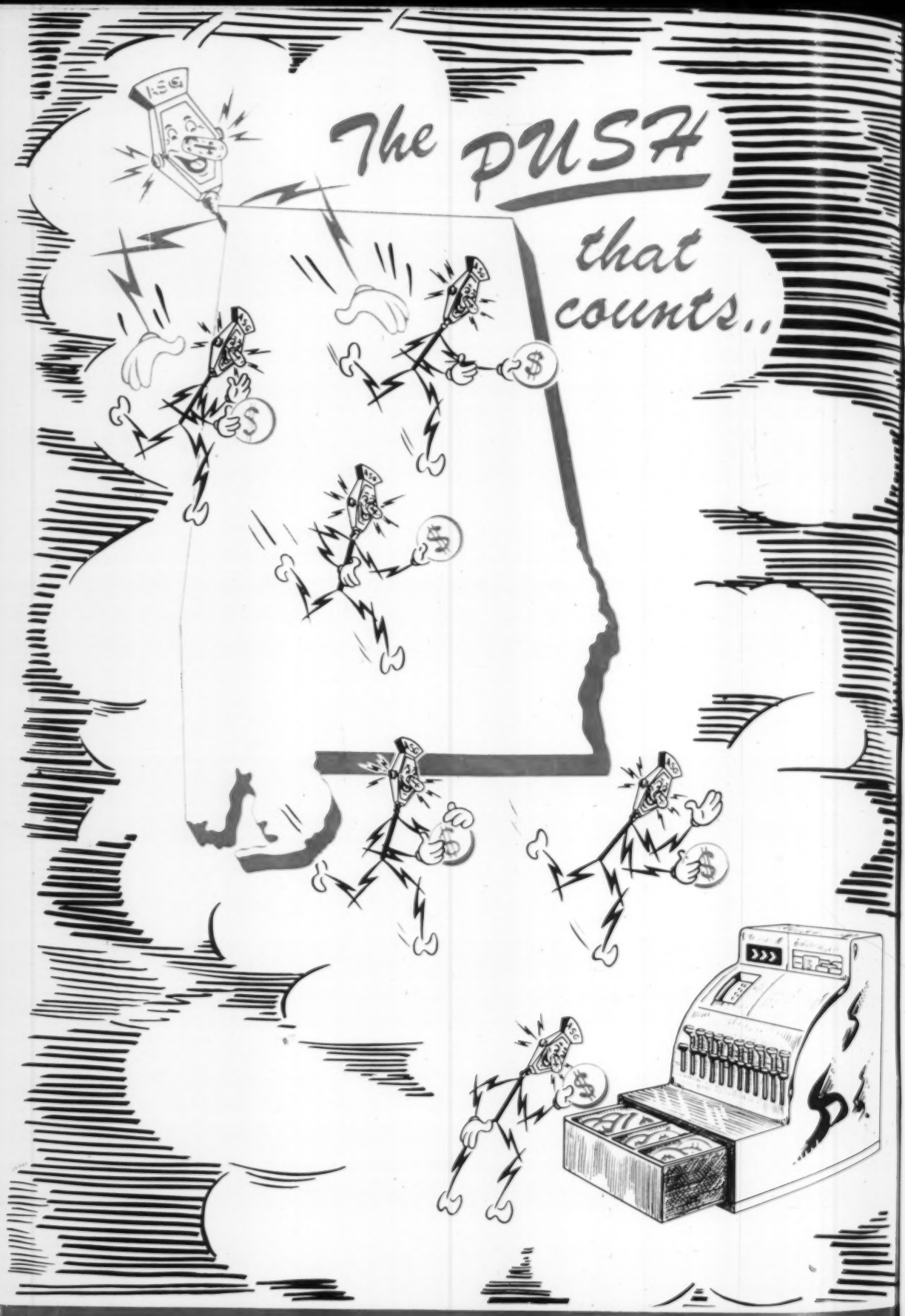
For the third time WLS has been awarded the $500 Gold Medal of the National Board of Fire Underwriters . . . "In recognition of outstanding public service in promoting thorough and effective fire prevention." This is repeated national recognition of a service long applauded locally—by state and local fire departments, officials and especially among farm folks. Another reason why WLS is listened to . . . respected . . . *believed* in Midwest America. Another reason why WLS gets *results!*

A Clear Channel Station

WLS
The PRAIRIE FARMER STATION
CHICAGO 7

50,000 watts, 890 KC, American Affiliate, Represented by JOHN BLAIR & COMPANY, Affiliated in Management with KOY, Phoenix, and the ARIZONA NETWORK — KOY, Phoenix · KTUC, Tucson · KSUN, Bisbee-Lowell-Douglas

ALABAMA STATE GROUP

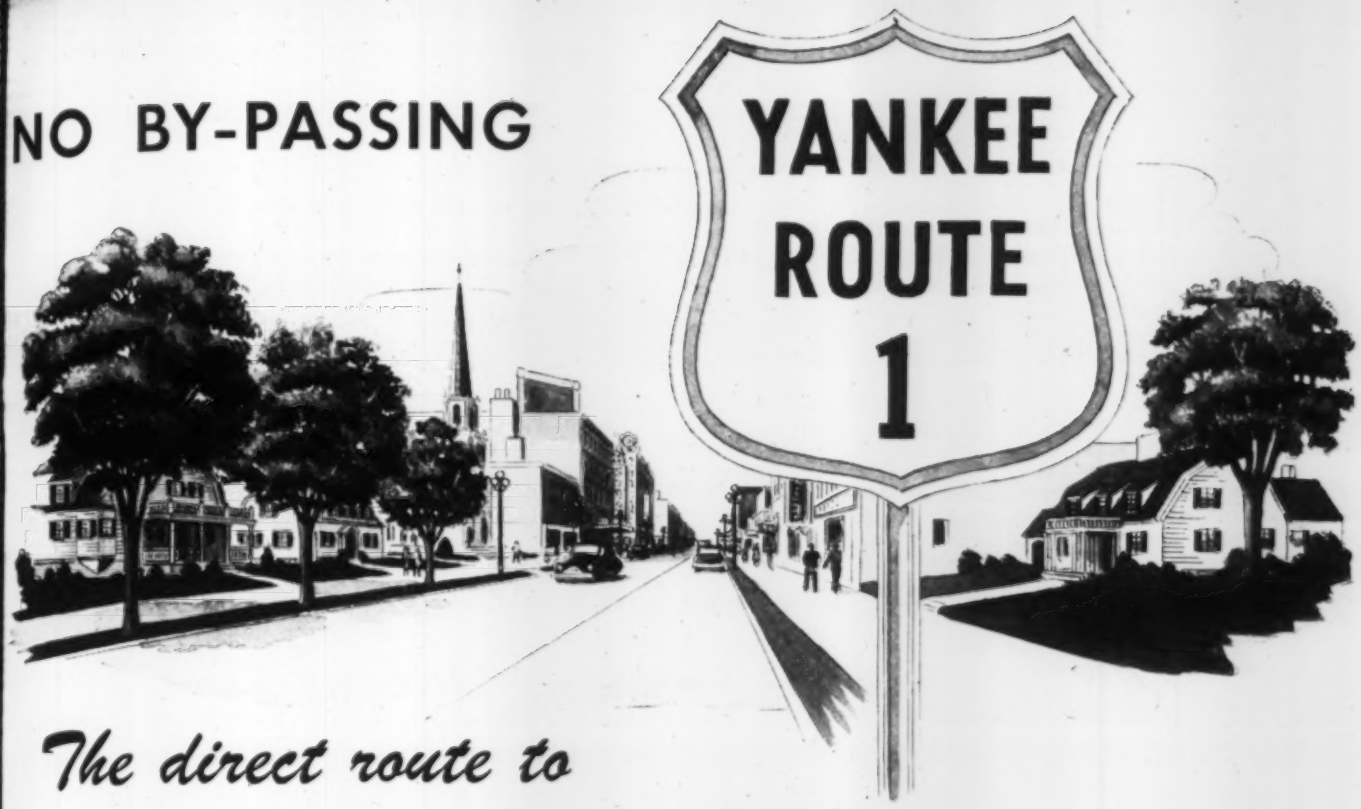


Represented by

The Friedenberg Agency, Inc.

New York • Chicago • San Francisco • Hollywood • Charlotte

NO BY-PASSING



The direct route to

"MAIN STREET"

in every New England market

When you talk to the home-town people from their own home-town station right in the downtown shopping center — you're getting somewhere.

You find more people at home that way. We know — and probably you do, too — that people listen to their local station, especially when the local station gives them everything in entertainment — local, regional and national.

There are 23 of these Yankee home-town stations. Every one of them gives you direct access to an important market and complete city and suburban coverage of that market.

The Yankee route covers six states. Wherever you follow it, from Bridgeport to Bangor, it lands you right in the spots where population and buying power are concentrated.

Acceptance is THE YANKEE NETWORK'S *Foundation*

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

1 BROOKLINE AVENUE, BOSTON 15, MASS.

Represented Nationally by EDWARD PETRY & CO., INC.

lished every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

Closed Circuit

PHILCO is more interested than Bing Crosby in adding television show to present radio set-up. Singer's associates are dubious of effect on Bing's picture box office but tests are planned for later summer. If decision is favorable shows would not start for year.

WHERE will WINX go, now that *Washington Post* has contracted to acquire control of CBS-owned WTOP, subject to customary FCC approval? There's speculation about sale to Negro interests, what with perhaps one-third of Washington's 1,300,000 population colored.

INTERNATIONAL SILVER Co., sponsoring *Ozzie & Harriet* Fridays, 9:30-10 p.m. on CBS through Young & Rubicam, New York, looking around for another network. One availability considered is 9:30-10 p.m. Friday period on NBC recently vacated by Sterling Drug.

MEMBER of President's Cabinet has appealed to Census Bureau for inclusion of radio-television questions in 1950 census on ground data are needed for departmental operation.

JULIUS KAYSER & Co., New York, negotiating for five-minute weekly spot on NBC television for hosiery and knitwear, probably preceding Camel newsreel Wednesday or Thursday, starting about Aug. 1. If deal jells program will be film produced by Edward Padula's new video firm. Cecil & Presbrey, New York, is agency.

ZENITH'S Comdr. Gene McDonald, whose Phonevision (TV with listeners paying freight through telephone company for full-length features) is readying plan for presentation to FCC looking toward rules to govern proposed service. He is winning more and more converts and is optimistic about public acceptance of "Boxoffice TV."

CAPITOL TRANSCRIPTIONS has met flat turn-down from NBC Radio Recording Division on sale of latter's Thesaurus library.

REP. LYNDON B. JOHNSON (D-Tex.), popular Hill figure, now regarded as having better than even chance at Senate seat to be vacated by W. Lee ("Pass the biscuits Pappy") O'Daniel, who isn't running. Mrs. Johnson owns KTBC Austin, Texas, CBS regional outlet.

PHRASE-TURNER Wayne Coy, FCC chairman, has had latest gem adopted by U. S. Office of Education and Radio Mfrs. Assn. His "Radio for Every Schoolroom" will provide theme of joint booklet to be published in fall by U. S. agency and trade association.

FOR FIRST TIME in more than 20 years, Frank E. Mullen was on Washington scene

(Continued on page 98)

Upcoming

June 13-16: Advertising Federation of America convention, Netherland Plaza, Cincinnati.

June 13-17: Advertising Assn. of the West convention, Sacramento, Calif.

June 14-15: American Marketing Assn. spring conference, Hotel Statler, Washington.

June 14-17: Radio Mfrs. Assn. convention, Stevens Hotel, Chicago.

June 16-18: National Federation of Sales Executives convention, Waldorf-Astoria Hotel, New York.

June 18-19: Florida Assn. of Broadcasters convention, Colonial Orange Court Hotel, Orlando, Fla.

(Other Upcomings on page 66)

Bulletins

BILL stripping Federal Trade Commission of authority to issue "cease and desist" orders approved Friday by House Interstate Commerce Committee. It substitutes Commission authorization to prepare complaints for presentation to Federal District Courts for prosecution.

CAMPBELL SOUP STARTS INTENSIVE N. Y. DRIVE

CAMPBELL SOUP Co. starting largest local campaign ever staged for any Campbell product on five New York City stations—WCBS WJZ WNBC WNEW and WOR. Programs carrying promotion include participating shows, plus station breaks and time signal announcements. Commercials for Campbell's tomato soup also aired on firm's daytime network show, *Double or Nothing*. Grand total of tomato soup sales messages every week in New York area is 65.

Promotion, keyed to summer meals and recipes, features Campbell's tomato soup as perfect answer to many cooking problems.

APPLAUSE FOR FRIEDA

APPROVAL of President Truman's appointment of Frieda B. Hennock to FCC came from Washington, D. C. chapter Assn. of Women Broadcasters.

Expressing their appreciation, members saw "desirable recognition of women's contribution to the radio industry." Copy of resolution is being sent today (June 14) to Sen. Owen Brewster (R-Me.), chairman of subcommittee of Senate Interstate Commerce Committee, considering appointment (see story page 21).

Business Briefly

MUTUAL RENEWALS ● Four MBS [illegible] week renewals announced Friday, Ronson [illegible] Metalworks, *20 Questions*, Saturdays, 8-8:[illegible] p.m., effective July 12, through Cecil & Pre[illegible]brey; DL&W Coal Co., *The Shadow*, Sunday[illegible] 5-5:30 p.m., effective Sept. 12, through Ru[illegible]rauff & Ryan; H. C. Cole Milling Co., *Er[illegible] Lee's Omega Show*, Sundays, 3-3:30 p.[illegible] effective Sept. 26, through Gardner Adver[illegible]ing Agency; R. B. Semler, *Billy Rose*, wee[illegible] days, 8:55-9 p.m., effective July 12, throu[illegible] Erwin Wasey & Co. Program currently hea[illegible] only Monday, Wednesday, Friday.

P & G RENEWS ● Procter & Gamble [illegible] signed 52-week renewals with ABC for [illegible] minutes of *Breakfast in Hollywood*, 11-11:[illegible] a.m. weekdays, and *Welcome Travelers*, [illegible] 12:30 p.m. weekdays. Compton Advertisi[illegible] New York, handles first program for Iv[illegible] Flakes. Compton, for Crisco, Benton & Bow[illegible] for Ivory Snow jointly handle *Welcome Tra[illegible]ers*. Renewals effective July 1.

ALL SEALTEST TO AYER ● N. W. A[illegible] & Son to handle all Sealtest products adve[illegible] tising-promotion, National Dairy Produc[illegible] Corp. announced Friday. Plans for use [illegible] Thursday 9:30 p.m. time, on which Ja[illegible] Carson formerly appeared to be announc[illegible] shortly. McKee & Albright, Philadelphia, fo[illegible] merly handled Sealtest radio, and Ayer mag[illegible] zine and other promotion.

CBS RENEWALS ● Two CBS 52-week r[illegible] newals announced Friday: Campbell Soup C[illegible] *Club 15* and Edward R. Murrow, 7:30-8 p.[illegible] weekdays, effective June 28, through Wa[illegible] Wheelock, Philadelphia; Colgate-Palmoli[illegible] Peet, *Mr. and Mrs. North*, Tuesdays, 8:3[illegible] p.m., effective July 6, through Sherman-Ma[illegible] quette, Chicago. Campbell programs, on s[illegible] mer hiatus, returning Aug. 2.

FOOD FIRM SPONSORS ● Seeman Bro[illegible] ers (White Rose food products) has sign[illegible] with ABC eastern network to sponsor *Bud[illegible] Weed Trio* 52 weeks, Sat. 10:45-11 a.m., star[illegible] ing July 3. Agency, J. D. Tarcher & Co., Ne[illegible] York.

MUTUAL CO-OP ● *Mail Bag* with Gabri[illegible] Heater to start on MBS Aug. 30 as daytim[illegible] co-op, 12:45-1 p.m.

KIX SHIFT CONFIRMED

FACT that General Mills has shifted its Ki[illegible] cereal account from Dancer-Fitzgerald-Samp[illegible] to Tatham-Laird [BROADCASTING, May 3] re[illegible] vealed by ABC Central Division Friday. Ta[illegible] Tatham-Laird wouldn't confirm. Routine AB[illegible] announcement said General Mills has sign[illegible] through Tatham-Laird 52-week contract fo[illegible] Kix on first 15-minute segment of *Breakfa[illegible] Club*, effective Aug. 16. Kix replaces Toni C[illegible] whichs drops quarter-hour.

WSIX tells the ladies

ABC AFFILIATE
5000 W • 980 KC

It takes selling power to make the ladies rush in and buy the latest fashions. And leading **department stores** here have used WSIX consistently for four, five and seven years to bring in the crowds. That's proof again WSIX gives effective sales coverage of Nashville's 51-county retail trade area. Investigate WSIX's cost per listener and past record for consistent power to sell. Call your nearest Katz representative for any facts and figures you may need.

WSIX
The Voice of Tennessee's Capital City
NASHVILLE TENNESSEE

National Representative: THE KATZ AGENCY, Inc.

AND WSIX-FM • 71,000 W • 97.5 MC

WSIX gives you all three: Market, Coverage, Economy!

BOOK OF THE MONTH IN *Indianapolis*

"Standard Rate and Data"

● Each monthly issue of S. R. & D. carries WFBM's *one and only* rate card. National advertisers pay no more for time on WFBM than local advertisers, and—to coin a phrase—vice versa.

How much per minute?

A minute is *more* on WFBM than on any other Indianapolis radio station. But, when that minute-cost is spread over central Indiana—where WFBM delivers top CBS and local programs—we figure we've got *the lowest cost in town.*

We're popular!—Hooper gives us FIRST rating for 16 months in a row.

We're powerful!—BMB gives us more radio families in central Indiana counties than any other measured station.

And, we're not over-rated on the rate card.

Add merchandising service, promotion, and acceptance and you have "bargain day" *every* day on WFBM—Indiana's only basic CBS station.

WFBM is "First in Indiana" *any way you look at it!*

WFBM
INDIANAPOLIS

BASIC AFFILIATE: Columbia Broadcasting System

Represented Nationally by The Katz Agency

BROADCASTING
TELECASTING

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FEATURE CALENDAR

First issue of the month: Comparative Network Program Sponsors Schedule
Second issue: Network Boxscore; Public Interest
Third issue: Trends Survey
Fourth issue: Milestones
Each issue: Video, AM and FM Parades, FCC Box Score

At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

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James Montagnes.

BROADCASTING ® Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING ®—The News Magazine of the Fifth Estate. Broadcast Advertising ® was acquired in 1932 and Broadcast Reporter in 1933.
® Reg. U. S. Pat. Office

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Subscription Price: $7.00 Per Year, 25c Per Copy

HOW TO REACH THE SOUTH'S FIRST INDUSTRIAL AND FARM MARKET

NATIONAL MAGAZINES FEATURE HOUSTON AS HUB OF SOUTHWESTERN BOOM IN OIL, FARMING

April 15 — Subscribers to national magazines this month will get an eye-opening account of big business in Texas and the southwestern part of the United States. Dealing primarily with Texas and Texas millionaires the magazines describe the ... and the men ... money and ... of them.

PICK KPRC, THE SOUTH'S FIRST STATION.....

Yes, KPRC *is* FIRST! FIRST in Houston, "hub of the Southwestern boom in oil and farming!" *FIRST* IN THE SOUTH'S FIRST MARKET! . . . And, KPRC has *increased* its dominant position over other radio stations in this market, as 1948 listening* surveys show:

	1947	*1948*
KPRC over Station "B"	28.03%	46.8%
KPRC over Station "C"	31.5%	59.9%
KPRC over Station "D"	172.5%	293.9%

Put your client's message where it will reach the most listeners in this thriving industrial and farm market of the Southwest. Pick KPRC, now! For availabilities call Petry or write us.

* For copy national survey, write KPRC

FIRST IN HOOPER RATING

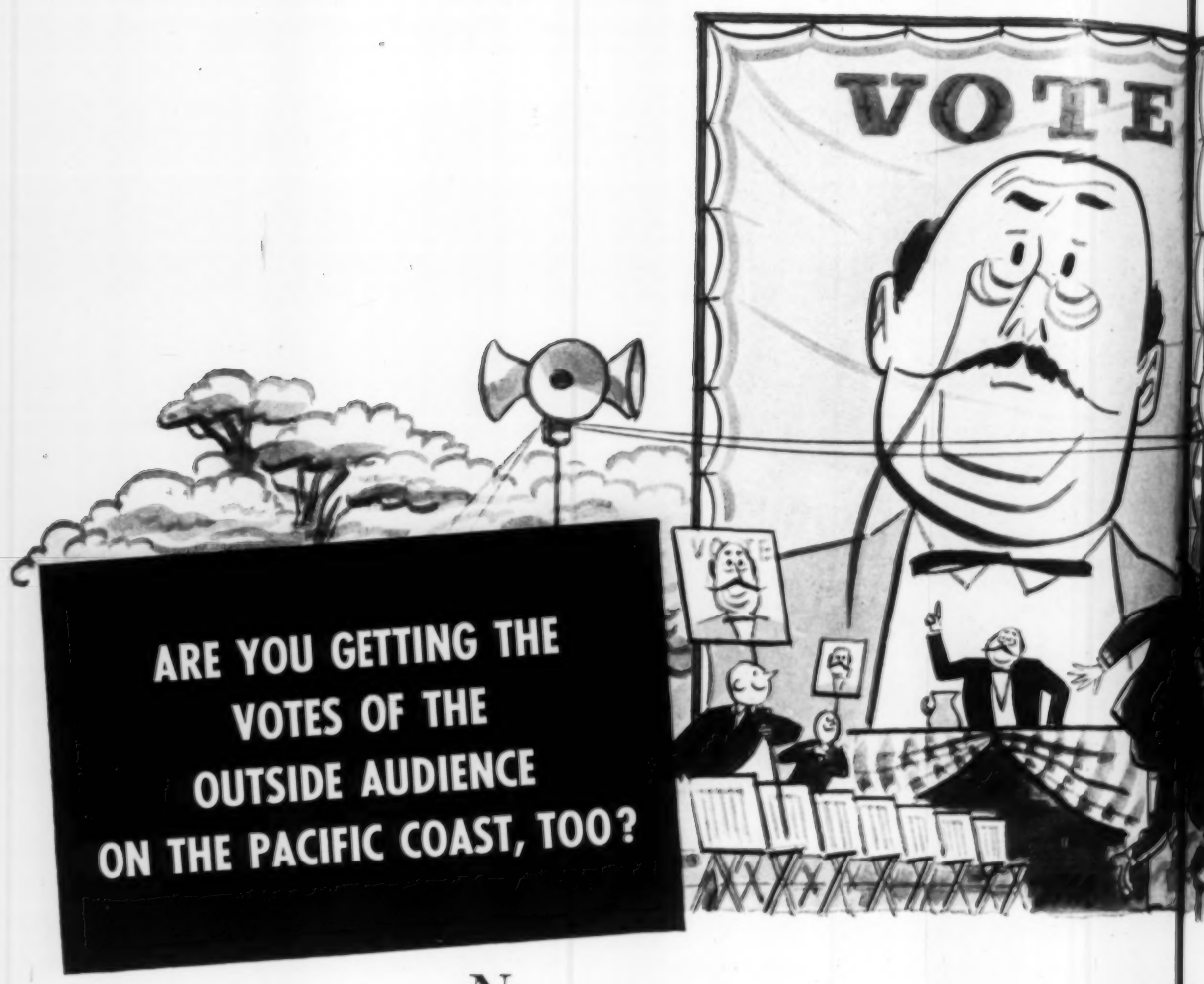
FIRST IN B. M. B. RATING

FIRST IN THE SOUTH'S FIRST MARKET

KPRC HOUSTON

950 Kilocycles 5000 Watts

National Representatives: Edward Petry and Company . . . Affiliated with NBC and TQN . . . Jack Harris, General Manager



ARE YOU GETTING THE VOTES OF THE OUTSIDE AUDIENCE ON THE PACIFIC COAST, TOO?

NO MATTER HOW GOOD a campaign you put on, only Don Lee can get you all the votes of the outside audience on the Pacific Coast. All 4 networks cover the inside market, but only Don Lee has enough stations to reach the 5½ billion dollar outside market (the area outside the metropolitan trading areas of the cities regularly surveyed by C. E. Hooper: Los Angeles, San Francisco, Oakland, San Diego, Portland, Seattle and Spokane). A C. E. Hooper 276,019 coincidental telephone-call survey proves this.

The Pacific Coast *demands* the Don Lee coverage technique! Thousands

THOMAS S. LEE, *Pres.* • LEWIS ALLEN WEISS, *Vice-Pres., Gen. Mgr.* • SYDNEY GAYNOR, *Gen. Sales Mgr.*

The Nation's Greatest Regional Network

f mountains, up to 15,000 feet, surround nearly every market and make eliable long-range reception impossible. But Don Lee, with 44 local net- ork stations (two and three times as many as any of the other Pacific oast networks) broadcasts *from within* every one of these mountain-sur- ounded markets. Remember: If you want the full support of the big, ealthy outside audience (as well as the inside audience) on the Pacific oast, put your show on the only network with enough facilities to reach *ll* the voters: DON LEE.

313 NORTH VINE ST., HOLLYWOOD 28, CAL. • Represented Nationally by John Blair & Company

Mutual
DON LEE
BROADCASTING SYSTEM

WE DON'T SELL TO TINY TOTZ (Ky.)!

We love kids, and we know that thousands of toddlers and 'teens listen to WAVE daily. But not Totz, Kentucky! Totz is 'way down thar almost off the Kentucky map, and outside our listening radius.

WAVE works exclusively for the large industrial center of the State—the Louisville Trading Area, which has *more sales potential than all the rest of the State, combined!* With 5000 watts, it's child's play to cover this most important part of Kentucky—and you don't have to fork out an *extra* half-fare!

We think you'll agree that it doesn't pay to cultivate *any* community that is just *too* itsy-bitsy. If you're carrying Totz—don't you think it's time for a change?

LOUISVILLE'S
WAVE

NBC AFFILIATE

5000 WATTS . 970 KC

NATIONAL REPRESENTATIVES

FREE & PETERS, INC.,

Agencies

J. W. MILLARD, vice president and general manager, American Home Appliance Co., San Francisco, and former director of office of materials and facilities of War Food Administration, rejoins Kudner Agency, New York, in executive capacity. He was on original staff when the late **ARTHUR KUDNER** founded agency in 1935.

KENNETH S. PRATT, with Ruthrauff & Ryan, New York, since 1934, appointed account executive for Dodge Division of Chrysler Corp.

E. C. BRADLEY, former director of creative department of Dancer-Fitzgerald-Sample, Chicago, joins account executive staff of Biow Co., New York.

Mr. Bradley

GOODWILL Adv. moved from 1650 Broadway to 40 E. 40th St., New York. Telephone: MUrray Hill 6-3572.

ROBERT GILES SWAN, radio director, Joseph Katz Adv., New York, is the father of a girl born June 4, in the Johns Hopkins Hospital, Baltimore.

VINCENT J. MEDICI, formerly with Norman D. Waters & Assoc., joins Fred Gardner Co., New York, as account executive He will concentrate on food and beverage accounts.

EDGAR A. SHOAFF, former chief of advertising division, War Assets Administration, and before that copy editor for Needham, Louis & Brorby, Chicago, joins J. M. Strauss & Co., Los Angeles, as vice president and general manager.

ALFRED J. SCALPONE, former manager of production of Young & Rubicam for 11 years (Hollywood office), joins McCann-Erickson, New York, July 1 as manager of radio production, succeeding **RUSS JOHNSTON**, who joins NBC as director of newly-formed television features division (see page 86).

WALTER M. CRAMP, former account executive with Ruthrauff & Ryan, New York, appointed vice president of Brooke, Smith, French & Dorrance, New York.

JAMES F. DEVINE, formerly with Walker & Downing, joins copy department of W. Earl Bothwell Inc., Pittsburgh.

CHARLES E. GAY, for past 14 years amusement editor, *Dayton Daily News*, writing under byline of "Chuck Gay," joins Kircher, Helton & Collett, Dayton, as director of radio and television. He also was announcer with WHIO Dayton for four years.

Mr. Gay

CATHERINE TIDEMANSON, former service director, Olmsted & Foley, Minneapolis, joins Erwin, Wasey & Co., Los Angeles, in home economics department. **ROGER McDONALD**, former art director with Sherman K. Ellis & Co., New York and BBDO, Chicago, joins agency as art department head.

KLITTEN & THOMAS, Los Angeles, incorporated under name of sole head, **MARTIN R. KLITTEN**, as Martin R. Klitten Co., following departure of co-partner, **KEITH N. THOMAS**. Firm retains same accounts with no changes in set-up anticipated. **JOHN RAMSEY** rejoins agency as creative director.

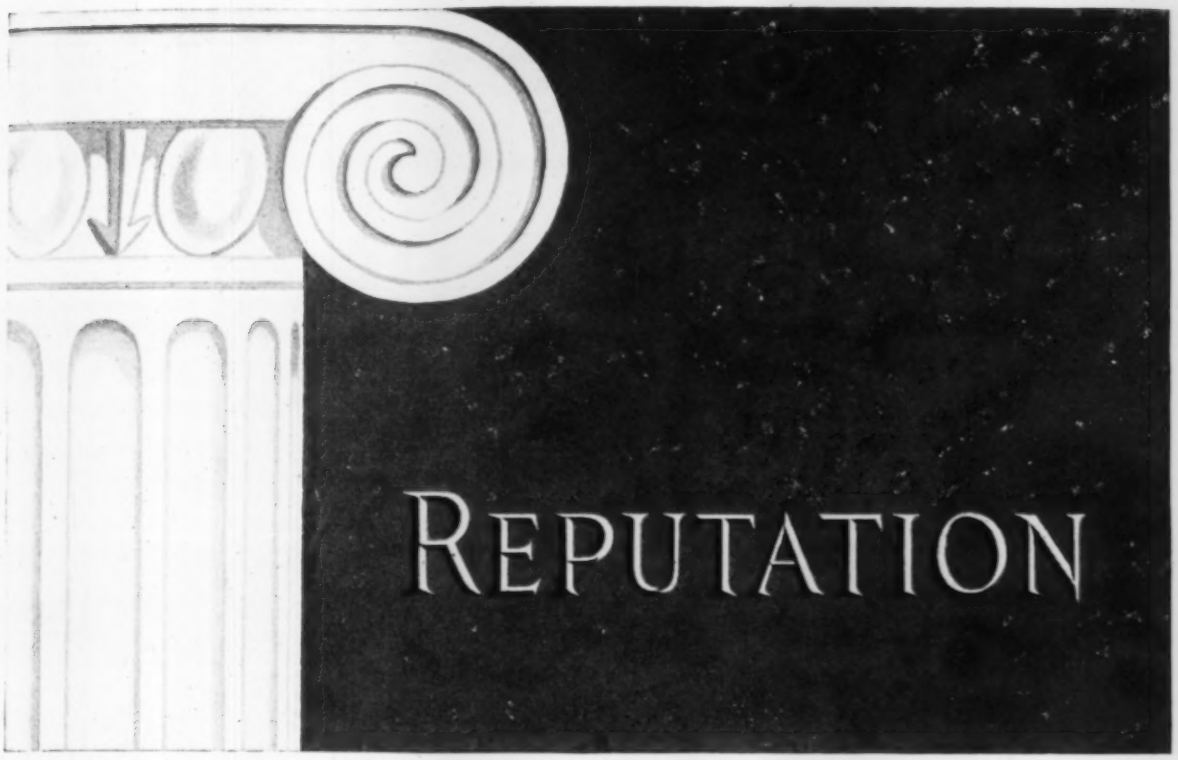
ROBERT BRISACHER, production manager in Brisacher, Van Norden & Staff's New York office, transferred to agency's San Francisco office as account executive.

BBDO, New York, now occupying 4½ floors at 383 Madison Ave., acquires additional space in Hotel Marguery for marketing and merchandising department.

MELVIN BRORBY, vice president of Needham, Louis & Brorby, named to handle Rayve Cream Shampoo, and **MERTON WIELAND** and **KENNETH WARD** of J. Walter Thompson Co., are account executives for Hedy Home Wave, products, transferred to Chicago agencies recently by Pepsodent Division, Lever Bros. Co. [BROADCASTING, May 31].

PETER de PETERSON, manager of Calcutta office, J. Walter Thompson Co., transferred to London office. **PETER FIELDEN**, managing director for JWT in India, will act as Calcutta manager, assisted by **CHRISTO-**

(*Continued on page 56*)



IT TAKES TIME to build a reputation—the kind that WGY enjoys. For over 26 years WGY has been building a reputation as the station most people listen to most in upstate New York and western New England—a reputation based on service and entertainment values.

Advertisers know that WGY is the *only* station which completely covers this rich industrial and agricultural market in a single operation. When you want to do an effective selling job at a low cost in eastern New York and western New England WGY is your best buy.

WGY's reputation for top flight entertainment is being duplicated by WGFM and WRGB, covering the capital district area of New York State with FM and television.

NATIONAL REPRESENTATIVES . . . NBC SPOT SALES

WGFM
FREQUENCY
MODULATION

WGY

50,000 WATTS
SCHENECTADY, N. Y.

WRGB
TELEVISION

GENERAL ELECTRIC

STEINMAN STATIONS

NBC AFFILIATES

WKBO HARRISBURG, PA. Est. 1922

WRAW READING, PA. Est. 1922

WORK YORK, PA. Est. 1932

WEST EASTON, PA. Est. 1936

WGAL LANCASTER, PA. Est. 1922

5 STATIONS ... Sound Sales Buys

Represented by ROBERT MEEKER ASSOCIATES
NEW YORK • CHICAGO
SAN FRANCISCO • LOS ANGELES

Feature of the Week

John has a friend in Doo-wah-dittie. When he needs help, he calls John, overlooking the transcontinental time differential. John has a kindly landlord who does not mind being routed out of bed at 3 a.m.

* * *

GWYNED FILLING is not alone at Newell-Emmett. *Life* may have chosen her for Career Girl in its May 3 issue, but *the newell-post*, house organ of the New York agency, has its own Career Man—true to *Life* and twice as natural.

Paralleling Miss Filling's picture history, *the newell-post's* Career Man (His Life and Problems) John Green beams from the cover as he walks down a Manhattan thoroughfare carrying a huge envelope on which is scrawled NEWELL-EMMETT CO.

Featured picture in the story of

(Continued on page 96)

On All Accounts

WITH the first simultaneous video-radio presentation of *We The People* on Tuesday, June 1, William E. Forbes, supervisor of television operations of Young & Rubicam, New York, completed a personal cycle from "Sonny Boy" to "Nature Boy."

When Al Jolson first climbed off his knees to let the title character of the former melody climb upon them, Bill Forbes, fresh out of the U. of Southern Calif., first stepped into radio with Hanff - Metzger Agency, now the Buchanan Co.

Two years later, in the early '30's, Mr. Forbes departed the agency for KMPC Los Angeles where he served as newscaster, remote engineer and salesman. Proceeding from there to a network operation, he joined Don Lee 13 months later as salesman and developer of new programs.

BILL

While at Don Lee, Mr. Forbes met Harry Lubcke, head of the network's video division. Mr. Lubcke, impressed with the young man's industry and talent, introduced Mr. Forbes to the complexities of television.

With the video virus thus implanted, Bill Forbes left Don Lee in 1937 to join KNX, the CBS outlet in Los Angeles, as sales supervisor. Threading East he moved to CBS in Minneapolis, functioning there as general manager of WCCO. Six months later he arrived in New York as executive assistant with CBS. He remained in that capacity until 1944 when he was offered a total outlet for his television talents in the video department at Young & Rubicam, his present position.

Since joining the agency Mr. Forbes has been responsible for more than 400 commercial television shows. Among those 400 Young & Rubicam has qualified with at least three "firsts" in the industry: (1) The first network commercial series *Geographically Speaking*, sponsored by Bristol-Myers; (2) The first televising of a radio participating audience, on the *Borden Show* and (3) The current simultaneous radio-video hookup of the *We The People* series.

Now an established and ranking member of the New York television fraternity, Mr. Forbes lives in his own home in nearby Scarsdale with his wife and two children, Julia Ann, 7, and Allison, 3.

IN THE Unique SPOKANE MARKET

Where Housewives think nothing of driving 60 to 70 Miles to Spokane to supply her daily needs (including meats and groceries)

KGA's 50,000 WATTS of Protected Persuasive Power Extends and Increases the Market

Ask Any Petrie Man!

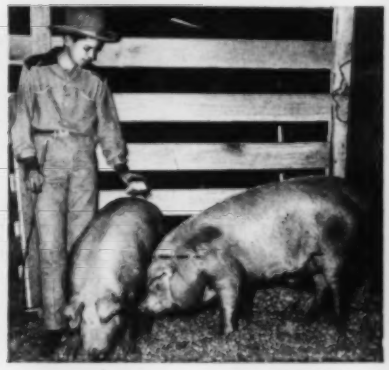
50,000 WATTS CLEAR CHANNEL

KGA ABC AFFILIATE

Owned and Operated by Louis Wasmer
Radio Central Bldg.
Spokane 8, Wash.

BULLS, BOARS AND BOYS

Prize-winning Jersey bull awarded by WWL to 16-year-old Billy Wicker of Zachary, La.—winner Dairy Herds Contest.



Pure-bred boar awarded by WWL to Leslie Bickham, Jr. of Star Hill, La., winner "Swine Improvement Contest".

Ewell Bickham, Jr., 16-year-old, of Jackson, La., won a pure-bred beef bull by producing champions in his beef herds.

WWL'S Gordon Loudon makes the presentations

Gordon Loudon and his "farm-casts" over WWL have become as much a part of Louisiana farm life as R.F.D. mail boxes. The whole farm family depends upon him for weather and market reports—news of neighbors and the world—on-the-scene broadcasts from rural areas—tested ideas for more profitable farming.

WWL The Greatest Selling Power in the South's Greatest City

REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

WWL'S Louisiana Livestock Improvement Awards are presented annually to encourage better farming throughout the State. Pure-bred bulls and boars are awarded to outstanding 4-H Club members who have done the best work with their herds during the year.

During the period in which WWL has awarded these prizes, entire farm communities have shown remarkable improvement in their beef and dairy cattle herds, and in the quality of their swine herds.

In country and city—
Folks turn First to

WWL
NEW ORLEANS
A DEPARTMENT OF LOYOLA UNIVERSITY

50,000 WATTS—CLEAR CHANNEL
CBS AFFILIATE

*

Another dynamic Lang-Worth Feature—52 half-hours. Available for sponsorship July 1st (via transcription) on 600 Lang-Worth Affiliated Stations.

"Through the Listening Glass" reveals a Wonderland of Music in brilliant colortones. Stars the radiant voices of the Silver Strings under the direction of Jack ("March of Time") Shaindin . . . features weekly appearances of the renowned Lang-Worth Choristers and a carousel of guest vocalists. Among these are the outstanding romantic balladeers Johnny Thompson, Joan Brooks, Dick Brown and Eva Garza.

"Through the Listening Glass" is a kaleidoscope of the finest music written—performed with dignity, grace and imagination. For cost and time availability, contact any Lang-Worth Affiliate. For program format and listing of Lang-Worth Affiliated Stations, contact:

LANG-WORTH, Inc.

109 W. 57th St., New York

*JACK SHAINDLIN

New Business

DOLCIN Corp., New York (pharmaceuticals), Sept. 21 starts on full Don Lee Network (44 stations), John Nesbitt's *Passing Parade*, Mon., Wed., Fri., 4:30-4:45 p.m. (PDST), and *Gospel Singer*, same days, 10:15-10:30 p.m. (PDST). Sept. 22 firm starts Fulton Lewis jr., Tues., Thurs., 4-4:15 p.m. (PDST), and *Breakfast Time*, same days 8:15-8:30 a.m. (PDST), also on Don Lee. Sept. 20 Dolcin starts on KHJ Los Angeles, *Louise Massey and the Westerners*, three times weekly; *Rise and Shine*, three weekly starting Sept. 21, and unannounced weekly program starting Sept. 26. Agency: Victor Van Der Linde Inc., New York.

NATIONAL DAIRY PRODUCTS, New York (Sealtest), appoints N. W. Ayer & Son, New York, to handle advertising, including approximately half million dollars worth of billing in radio. Advertiser had been serviced by McKee-Albright Inc., New York, for past eight years. Sealtest has sponsored *Carson With Arden* 9:30-10 p.m., Thur. on NBC for past season. Future radio plans not set.

WALGREEN Co., Chicago, June 27 renews 12 weekly news spots for *Week End Reporter* on WGN Chicago. Firm also buys new *Radio Quiz* show to be aired Mon.-Fri., 3 to 3:15 p.m. (CDT). Agency: Schwimmer & Scott, Chicago.

GREYHOUND RACING Assn. of Phoenix, Tucson (Ariz.) and Tijuana (Mexico), plans budget of $60,000 for year's advertising campaign in southwest area. Quarter of total budget in spot announcement campaign on Phoenix, Tuscon and San Diego stations starting end of June. Pat Patrick Co., Glendale, Calif., handles account.

"JUNKET" BRAND FOODS, division of Chr. Hansen's Laboratory Inc., Little Falls, N. Y., appoints McCann-Erickson, New York, to handle all consumer advertising for "Junket" brand foods effective Sept. 1. Specific advertising plans to be disclosed later. Noyes & Sproul Inc. continues to handle ethical advertising for products.

ARLINGTON BRIAR PIPE Corp., Brooklyn (pipes), appoints Battistone & Bruce, New York; will use spot announcements in regional campaign to begin about October or November.

PEPTICIN Co., East Rutherford, N. J. (tablets to relieve digestive distress), appoints Shaw Assoc., New York, and plans regional radio campaign. Further details not set.

ESKIMO PIES CORP. (ice cream bars) through Buchanan & Co., New York, starting short-term spot announcement schedule on staggered basis on stations predominantly in Middle West, effective this month.

FRENCH BEVERAGE Co., Long Island City, N. Y. (Dr. Wells Beverages), appoints Lester L. Wolff Inc., New York. Advertising plans not announced.

KNICKERBOCKER FEDERAL SAVINGS Assn., New York, which appointed French & Presont Inc., New York, is planning New York program participation schedule for some time in July. Further details not set.

BEVERWYCK BREWERIES, Albany, N. Y. (Ale and beer), started spot announcement, chain-break and sports sponsorship campaign on 30 stations in 22 New England and New York State cities. Six-month campaign handled by McCann-Erickson, New York.

PHILIP MORRIS Cigarette "living trademark," Johnny, being seen in series of spot announcements on eight TV stations. Schedule, which was effective May 31, calls for about five spots a week on WABD, WCBS-TV and WNBT, all New York, WFIL-TV Philadelphia, KTLA Los Angeles, WTTG and WNBW Washington, and WBKB Chicago.

Network Accounts • • •

U. S. RUBBER Co., June 25 starts *At Liberty Club*, 8-8:15 p.m. Friday on NBC TV network, following 13-week test on WFIL-TV Philadelphia. Campbell-Ewald Co., New York, is agency.

H. MOFFATT Co., San Francisco (Manteca Fed Beef), June 20 starts

(Continued on page 58)

It's Happening in TOLEDO • • •

By the time you read this ad,
our television tower will have been erected
the transmitter building completed
studio and remote spots set up (plus 1,999,999 other details).
So we'll be oiling up the cash register
ready to do business very soon.

For TELEVISION in Toledo,
see KATZ today!

WSPD • TV

TOLEDO, OHIO

A FORT INDUSTRY STATION

Channel 13

The World in Your Home

Telestatus Report

(REPORT 11)

EFFECT ON MOVIE-GOING HABITS

THOSE who have watched the development of television and speculated on its social impact, particularly with respect to motion picture attendance, will find a clear-cut answer in a survey conducted among New York home set owners by Foote, Cone & Belding, one of the pioneer television agencies.

Results of the survey, conducted by the FC&B research department and released last week to BROADCASTING, show:

- **Three-fourths of the set owners interviewed are spending more evenings at home now.**
- **Slightly more than half are going to the movies less often, although formerly they were confirmed and in most cases very heavy movie goers.**
- **Age of the set did not appear to have any relationship to reported changes in movie-going habits, which tends to discount the theory that television's effect on evenings-out will diminish as the novelty of the new set wears off.**

The survey was conducted by telephone among 550 home television set owners whose numbers were selected at random from a list of 10,000 owners in the four major boroughs of New York City. Interviews were completed with 415 who reported their sets were currently in working order, or approximately 75% of the 550 selected for the poll.

Among the remainder, 13% of the 550 reported they no longer had a set or that it was temporarily out of order; 4% did not participate (too busy, ill, or unable to speak English), and 7% did not answer the call. Recognizing the importance of limiting the number of "no answers" in a study of this kind, the samplers made four and five call-backs to each home where there was no answer to the first call. The final 7% "no answer" was regarded as "satisfactory."

Asked about their motion picture attendance since they acquired television sets, 51% of the persons interviewed said they attend less often. Except for three persons (less than 1% of the poll) who reported a gain in movie-going, the rest reported their attendance is about the same as it was before they acquired sets.

A breakdown of the reduction in movie attendance, FC&B points out, indicates that "most of the people who are going to the movies less were formerly heavy goers" and that "the movies are losing some of their best customers."

The big change is from movie attendance "every few days" to an average of somewhat less than once a week.

Of the 211 set owners who say their movie-going has been curtailed, 57% report that they attended every few days before they got video sets. Only 4% reported such frequent attendance after a set was installed.

Meanwhile, the number of "once a week" attenders grew from 33% before television to 39% afterward, and those reporting attendance "every two to three weeks" jumped from 7% before to 28% afterward. Whereas 3% classified themselves as "infrequent" movie-goers prior to their acquisition of television, 29% put themselves into this category afterward.

Chart A (this page) of the FC&B study shows the changes in movie habits among the 211 who say their motion-picture attendance has fallen off. The upper row of bars indicates attendance before television; the lower row, after television.

Frequency Drops

Of the 57% who formerly attended "every few days," 68% are now attending "once a week" and only 5% are still going every few days. Approximately 10% of the original "every few days" group are now attending "every two to three weeks," 6% are going "once a month," and 11% attend "infrequently."

Comparably, those who formerly attended the movies on a "once a week" basis are now going "every two to three weeks" or at even less frequent intervals. None of the former "once a week" group now falls into that category. Instead, 62% attend every two to three weeks, 24% once a month, and 14% "infrequently."

Majority at Home

With respect to stay-at-home habits, 75% of the 415 persons interviewed say they are spending more evenings at home since acquiring television sets; 25% say television has not affected their habits in this respect.

Chart B (page 96) presents the survey's findings on how the increase in "stay at home" has cut into movie attendance. Of the 75% who say they are spending more evenings at home, 63% say they are attending motion pictures less often while 36% report their movie attendance has not been affected. Of the 25% who say their evenings at home have not been affected, 15% indicate their movie going is at less frequent intervals and 85% see no difference.

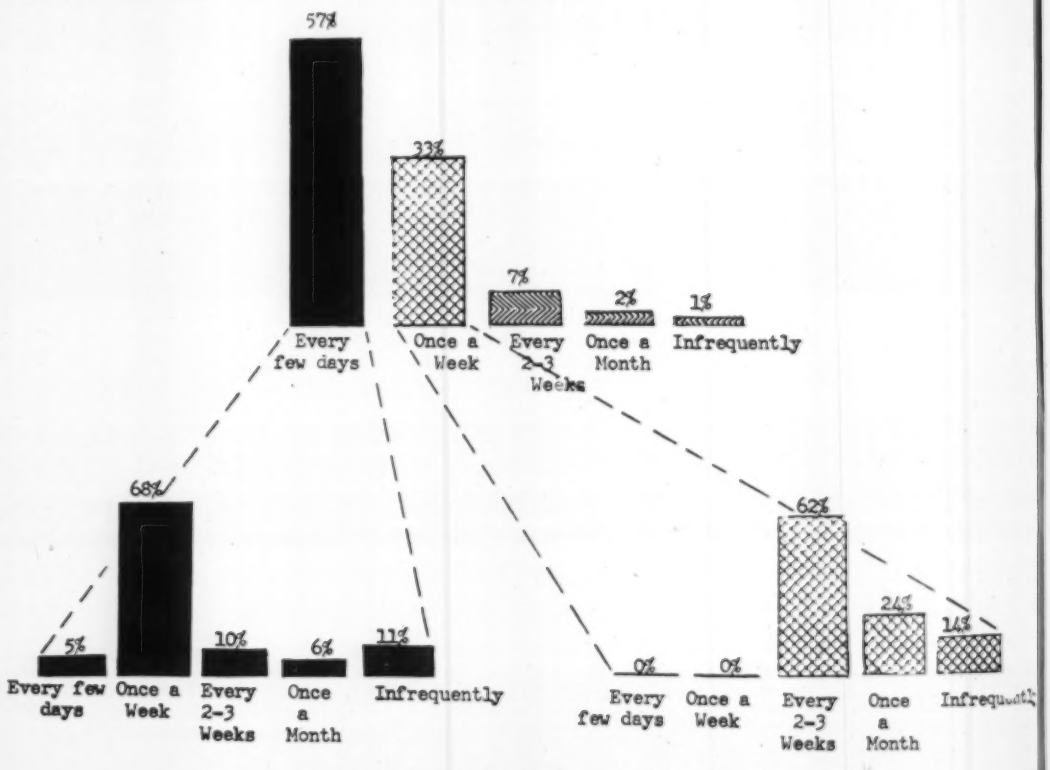
FC&B's study noted that "television is still comparatively new" and that "it is still too early to judge the reaction of set owners as they become accustomed to this medium." Yet it did not agree with the theory advanced by "some people, who tend to minimize the impact of television . . . that although movie-going may fall off when a set is new, attendance will pick up again as the novelty wears off." FC&B found that "these assumptions were not borne out by the data accumulated in this study. Age of set did not appear to have any relationship to reported changes in movie-going."

The methods used in the survey were checked in advance by interviews using the same questionnaire with "new radio" rather than "television set" as the subject. FC&B thought it "reasonable to conclude . . . that there is no bias inherent in the structure of the

(Continued on page 96)

Chart A

Television's Effect on the 51% Whose Movie-Going Declined



Upper Bar: BEFORE Television; Lower Bar: AFTER Television

WMAR
THE SUNPAPERS STATIONS
THE A. S. ABELL COMPANY
BALTIMORE 3, MARYLAND

Progress Report

WMAR-TV Maryland's pioneer television station is proud to report that since it first went on the air with tests on October 27, 1947, it has averaged about 37½ hours per week of program service, and 15½ hours per week of test pattern. Similarly, WMAR-FM which has been on the air since January 29, 1948, has averaged 7 hours per day of program service.

★ ★ ★

WMAR-TV has programmed its favorite title, "Report to the People," on many occasions: on occasion of repeated coverage of City Council sessions, on the occasion of the installation of the new Archbishop of Baltimore, on the televising of Army Day parades, and the Freedom Train and Baltimore Day celebration. Baltimore's Art Museum has become a live center of many kinds of cultural art, music and drama as well as painting and sculpture, and WMAR-TV televises these aspects of community development from the Museum each week. Johns Hopkins University has generated numerous programs for television, including a new dramatic scientific series, and a dramatic production of "Electra" by the University's "Playshop."

★ ★ ★

Baltimore's schools are represented weekly in a "Teen Age Forum" telecast from the Art Museum; and Baltimore's daily life is re-lived by night through nightly newsreels, freshly compiled seven days weekly by WMAR's own film camera crews. Similarly her charities and institutions have found a ready friend in WMAR-TV which tells their stories to a growing audience. (There were 10,273 TV receivers in the Baltimore area on May 1, 1948, but less than 1000 in Oct. 1947)

In addition, network programs are provided by a co-operative television industry from several sources: CBS, ABC, DuMont, and off-the-air pickups from WMAL-TV, Washington, D. C. Sports events are also a favorite among WMAR-TV's audience and include such telecasts as the following: Naval Academy football, college and professional basketball, baseball, boxing, wrestling, the historic horse races of Pimlico, soccer, ice hockey, lacrosse, hunt meets, track meets, badminton, fencing, swimming, yacht races, and other events.

★ ★ ★

WMAR-FM has broadcast the Baltimore Symphony Orchestra's educational concerts for youth, and has fed them to other stations in Washington and elsewhere in Maryland. WMAR-FM has also presented a weekly symposium of editorial opinion gleaned from the community newspapers of the State, weekly presentations of the finest available classics of the theatre, and hourly summations of news. In addition, WMAR-FM has been used to conduct tests in passenger vehicles, including a survey of the possibilities of transit radio which showed that 95.4 percent of 6651 persons interviewed desire this service on a regular basis.

★ ★ ★

Both WMAR-TV and WMAR-FM are now planning to bring the entire proceedings of the forthcoming national political conventions to their audiences. FM coverage will be provided through the facilities of the Continental Network, and TV through the facilities of the industry's television pool, plus special convention programs by CBS, ABC, and the DuMont networks.

Represented by

THE KATZ AGENCY, Inc.

500 FIFTH AVE. ★ NEW YORK 18

Sull's

is H

Albuquerque	KOB	NBC
Beaumont	KFDM	ABC
Boise	KDSH	CBS
Buffalo	WGR	CBS
Charleston, S. C.	WCSC	CBS
Columbia, S. C.	WIS	NBC
Corpus Christi	KRIS	NBC
Davenport	WOC	NBC
Des Moines	WHO	NBC
Denver	KVOD	ABC
Duluth	WDSM	ABC
Fargo	WDAY	NBC
Ft. Worth-Dallas	WBAP	ABC-NBC
Honolulu-Hilo	KGMB-KHBC	CBS
Houston	KXYZ	ABC
Indianapolis	WISH	ABC
Kansas City	KMBC-KFRM	CBS
Louisville	WAVE	NBC
Milwaukee	WMAW	ABC
Minneapolis-St. Paul	WTCN	ABC
New York	WMCA	IND
Norfolk	WGH	ABC
Omaha	KFAB	CBS
Peoria-Tuscola	WMBD-WDZ	CBS
Portland, Ore.	KEX	ABC
Raleigh	WPTF	NBC
Roanoke	WDBJ	CBS
San Diego	KSDJ	CBS
St. Louis	KSD	NBC
Seattle	KIRO	CBS
Syracuse	WFBL	CBS
Terre Haute	WTHI	ABC

Television

Fort Worth-Dallas	WBAP-TV
New York	WPIX
St. Louis	KSD-TV

"Bull's-Eye Radio"

FLEXIBLE RADIO

IS every one of the important marketing areas in America *exactly* the same for you . . . equally easy and economical to reach, equally profitable to serve, equally receptive to your product, equally desirable to you from the competitive standpoint? If so, maybe you have little need for the *flexibility* of spot broadcasting!

Spot radio—*Bull's-Eye Radio*—is the only medium which gives you the low cost-per-impression and the high effectiveness of radio, *plus* the instant flexibility of the daily newspaper. It alone permits every advertiser—even the rare one who really needs to *cover* America—to speak to his prospects with precisely the frequency and impact that's needed for each particular market . . .

Free & Peters, pioneer station representatives, know all about radio in the markets at the left. Our service is available to every advertiser and agency without cost. We would welcome an opportunity to discuss Bull's-Eye Radio with *you*. May we?

FREE & PETERS, INC.

Pioneer Radio and Television Station Representatives

Since May, 1932

NEW YORK CHICAGO

ATLANTA DETROIT FT. WORTH HOLLYWOOD SAN FRANCISCO

NORTH CAROLINA

is the South's

No. 1 STATE

and North Carolina's

No. 1 SALESMAN

is **WPTF**

Raleigh, North Carolina

50,000 WATTS

NBC AFFILIATE

680 KC

FREE & PETERS *National Representatives*

BROADCASTING
TELECASTING

Vol. 34, No. 24 WASHINGTON, D. C., JUNE 14, 1948 $7.00 A YEAR—25c A COPY

WHITE BILL NO. 3

New Version Splits FCC; Blocks Higher Power

By RUFUS CRATER

A LAST-DITCH BID for enactment of the White Bill's amendments to the Communications Act (S-1333), complete with the highly controversial provision giving program-review powers to the FCC, was made last week but given virtually no chance of success this session.

Reported to the Senate Wednesday on a 9-to-4 vote of the Interstate & Foreign Commerce Committee, the amended bill contains two notable departures from the version which a subcommittee approved and submitted to the full committee last December:

● FCC would be split into two panels, one to handle broadcasting matters and the other for common carriers and the safety and special services, and Commissioners' salaries would be boosted to $15,000 from the current $10,000.

● The bill would write into law the portion of pending Johnson Resolution (S-246) banning power above 50 kw until international agreement on the use of higher power is reached via the North American Regional Broadcasting Agreement or other treaty [BROADCASTING, June 7].

Congressional observers viewed the committee's 11th-hour approval of the bill—which was first introduced in May 1947 [BROADCASTING, May 26, 1947] and which is currently in its third draft—largely as a tribute to Sen. Wallace H. White Jr. (R-Me.), its author as well as chairman of the committee, Senate majority leader and sponsor of most of the radio legislation now on the books, who is retiring upon the completion of this session.

Passage Hopes Fade

Hopes of passage appeared dim. Congressional adjournament or recess is tentatively slated for June 19—this weekend. Sen. White said he had no intention of asking for action either before that time or between the June-July Republican and Democratic national conventions, in event Congress should return.

He said he thought action would be appropriate if sessions should resume after the Democratic convention next month, however. But observers pointed out that even in that case there would be little chance of passage of the bill, since the House has not yet held hearings on it. The bill dies unless passed at this session.

A further complicating factor was seen in the vote of four committee members against reporting it to the Senate, construed as an indication of a floor fight if action is pushed. The committeemen who opposed the favorable report were understood to be Sens. Albert W. Hawkes (R-N. J.), E. H. Moore (R-Okla.), Homer E. Capehart (R-Ind.), and Tom Stewart (D-Tenn.).

Despite almost unanimous industry opposition to the bill's provision giving FCC power to review programming at renewal-time, that section did not appear to prompt the four committee votes of opposition. Sen. Capehart left for home-state campaigning, but the other opponents indicated that they were moved primarily by opposition to the newly added 50-kw power limitation or by unfamiliarity with the terms of the measure in its latest form.

NAB President Justin Miller, who led the fight on the original White Bill during committee hearings, greeted the committee's action with a statement that the program-review provision—the so-called censorship section, carried over without change from the earlier version of the bill—would in effect repeal the Constitutional guarantee of freedom of speech and press and return radio and the press to the status of "the licensed press" of 17th-century England.

Broad Freedom Issue

"I cannot see how this kind of control can be reconciled with the flat statement of the Supreme Court only last month that 'we have no doubt that motion pictures, like newspapers and radio, are included in the press whose freedom is guaranteed by the First Amendment.' For instance, what of facsimile, which is a newspaper transmitted by radio? Would the Commission control it?" Judge Miller asked. He said it is "clear that overall radio cannot be examined in a vacuum—any such examination must include a consideration of specific programs."

Senator White, at a news conference on the revised bill, and his committee in its report took a contrary view. Sen. White contended his proposed censorship section would not empower FCC to do anything it is not already doing, and argued that without governmental review of programming "you've practically provided for a license in perpetuity." The committee's report said:

. . . The committee is strongly of the opinion that a licensee should be required to make an accounting of his conduct to the Commission. The denial of this power would establish indeterminate licenses; moreover, there would be no authoritative check, other than public opinion, on the program responsibilities of licensees. While public opinion is a powerful force, it becomes, in fact, a weak reed upon which to lean in situations such as radio broadcasting where the licensee would be protected by law from having to accede to public opinion . . . The committee has no hesitancy in declaring that the administrative power heretofore affirmed by the Supreme Court and now made a part of statute law by this section is clearly within the constitutional provisions . . .

The committee's report also handed a sharp reprimand to the Commission. Discussing a section forbidding the imposition of sanctions or substantive rules except by legally prescribed methods, the report declared:

The committee desires, at this point, to emphasize that it regards the practice of judicial lawmaking which has occurred in many instances as highly regrettable. It has little patience with that sort of administrative legerdemain; such a practice destroys the faith of citizens in their government.

When and if the Commission believes

(*Continued on page 72*)

HENNOCK HEARD

Committee Impressed

FRIEDA B. HENNOCK, Commissioner-designate, slipped into Washington last Wednesday for an unheralded hearing before the Senate Interstate Commerce subcommittee named to consider her nomination, and returned to New York with renewed indications that she would be a full-fledged member of the FCC on July 1.

While direct quotations were not forthcoming from committee members, it was learned the New York attorney was questioned at a two-and-one-half-hour session. She made what was described as "a most favorable impression." Republicans, who a fortnight earlier were under mandate to confirm no nominations of a "controversial" nature, along with their Democratic colleagues were said to feel that Miss Hennock appeared well qualified by virtue of background and of experience for the seventh place on the regulatory body.

Despite the no-confirmation policy of the GOP high command, it was strongly indicated that the three-man subcommittee would report favorably to the full committee early this week and that Senate confirmation might be forthcoming before the planned adjournment or recess this week-end. In addition to the subcommittee members, a number of members of the full Interstate Commerce Committee participated in the executive session and joined in the questioning of Miss Hennock.

Hearing Place Changed

The hearing was held in the office of the Sergeant-at-Arms of the Senate, rather than in the regular committee room on the gallery floor. It has been customary for the committee to hold confirmation hearings at open sessions.

Miss Hennock was named by President Truman on May 24 to succeed Clifford J. Durr, Alabama leftwinger whose term expires June 30. She is the first woman ever nominated for the FCC, which has been in existence since 1934. The predecessor agency, the Federal Radio Commission, which was created in 1927, likewise had no woman member during its seven-year tenure. The subcommittee members present at the hearing were Chairman Brewster (R-Me.) and Sen. Johnson (D-Col.), ranking minority member. Sen. Capehart (R-Ind.) was absent on the floor but left his proxy with the chairman. A number of other committee members, including Chairman Wallace H. White Jr. of

(*Continued on page 70*)

STRATOVISION Covers Port Huron to Washington

By J. FRANK BEATTY

STRATOVISION last week indicated it may surpass the hopes of its developers, Westinghouse Electric Corp.

Signals from a B-29 cruising over Pittsburgh Wednesday evening at 25,000 feet were picked up as far away as mid-Manhattan, New Jersey, and New England; Port Huron, Mich.; Cleveland, Toledo, Newark and Findlay, in Ohio; Baltimore and Washington, and Southern Virginia.

The FM aural signals passed the outside of a 200-mile radius with "terrific" volume, many listeners reported. Video reception was not as good as aural at this distance but usable signals were received in Baltimore and as far as Port Huron during the B-29's flight to Pittsburgh. Stratovision is jointly sponsored by Westinghouse and the Glenn L. Martin Co., Baltimore plane manufacturer.

Earlier Stratovision tests had given hope that Westinghouse could fulfill its promise of FM and TV service over an area 200 miles distant from a plane flying at 30,000 feet [BROADCASTING, June 7].

First reception reports received after last Wednesday's test have exceeded expectations of many persons in close touch with the experiments.

Public attention was called to the Wednesday evening test when viewers began phoning WMAL-TV, Washington *Star* station, and WMAR-TV Baltimore, owned by the Sunpapers. The Stratovision plane picked up the WMAR-TV Channel 2 signal and rebroadcast it on Channel 6.

Program Content

WMAR-TV's program consisted of rebroadcasts of wrestling matches at Turner's Arena, Washington. WMAR-TV picked up the WMAL-TV signal off the air from a distance of 30 miles without use of relay equipment.

When reports began coming in from distant viewers, WMAL-TV announced the fact on the air and the *Baltimore Sun* carried a story in its Thursday morning edition. E. K. Jett, former FCC Commissioner, is vice president and radio director of the Sunpapers.

From the Stimson Appliance Store, Port Huron, Mich., northeast of Detroit, came this wire to WMAR - TV: "Saw wrestling matches 10 o'clock, very good, on Channel 6 June 9."

Raymond P. Murphy, 138 E. Main St., Newark, Ohio, reported an extremely strong TV and aural signal no matter which direction his antenna was aimed, but noticed distortion as the plane started to descend on its return to Baltimore.

Jimmie Gibbons covering the matches for WMAL-TV, announced during his telecast that a listener had phoned the Arena from Cleveland announcing he was receiving the program from an airplane.

A usable TV signal was received during the entire flight of the B-29 from Baltimore to Pittsburgh and return, in Baltimore by Westinghouse engineers though there was some visual fading at times. The aural signal was picked up in both Baltimore and Washington with extremely good volume. In Washington, one viewer reported fading in the video signal but explained his antenna was not aimed to pick up a signal from Pittsburgh.

Carl Nopper, chief engineer of WMAR-TV, picked up the plane's rebroadcast of WMAR-TV's Channel 2 signal on Channel 6 as the craft cruised over the Pittsburgh area.

During the flight, the plane's electronic crew announced frequently the signal was being rebroadcast as a test. Listeners and viewers were asked to notify a box number in Baltimore but the Westinghouse name was not mentioned.

NEW FC&B UNIT Subsidiary to Handle Overseas Business

MR. BERK

MR. PATTERSON

MR. DOLAN

MR. STROTHER

THE FORMATION of a new company, Foote, Cone & Belding International Corp., to handle all of the overseas business of Foote, Cone & Belding, with billing starting at more than $4,000,000 in international advertising and public relations business, was announced last Wednesday by the partners, Emerson Foote, Fairfax Cone and Don Belding.

FC&B International is a wholly-owned subsidiary of the parent company, and is an outgrowth of the international division of the firm, the partners explained. Headquarters of the international agency will be at 247 Park Ave., New York, which is the local quarters of FC&B and also headquarters of the Latin-American division. European operations are centered at 52 Charles St., Berkley Square, London, headquarters of FC&B Ltd., a recently-formed British subsidiary of the international company.

The firm also has a branch in Switzerland and affiliated advertising companies in 30 countries. FC&B International is said to operate the only world-wide commercial public relations network of its kind with full or parttime public relations people in 25 countries.

Officers of the newly-formed FC&B International are: Harry A. Berk, president, who started with FC&B's international division upon his discharge from the Army in 1946 as a Colonel; Patrick Dolan, vice president in charge of European operations, who has been in charge of the agency's London office since 1946; Robert Strother, vice president and treasurer, who is also assistant treasurer of the parent company, as well as vice president; M. P. Franceschi, vice president and secretary, also vice president and general manager of the New York office of FC&B; Jere Patterson, who joined FC&B early this year, assistant to the president of FC&B International, and Adele Mattson, who has been with the media department of the international division for the past two years, media director.

FC&B Lists Clients

Clients of FC&B International, and its subsidiary, FC&B Ltd., were announced in full for the first time, as follows:

A. C. Sphinx Spark Plug Co., Div. of General Motors Ltd., Dunstable, England; Barbara Gould Ltd., London, England; Bourjois Ltd., London; British Overseas Airways Corp., London; British National Coal Board, London; California Fruit Growers Exchange, Los Angeles; Cellucotton Products Ltd., London; Chanel Inc., London; Columbia Fur Dyers Ltd., London; Walt Disney Productions, Hollywood, Calif.; Federation of Swiss Watch Manufacturers, Bienne, Switzerland; Harry Ferguson Ltd., Coventry, England; Frigidaire Ltd., Div. of General Motors Ltd., London.

General Motors Overseas Operations, New York; Samuel Goldwyn Films, Hollywood, Calif.; Independent Artists Inc., Hollywood, Calif.; Irish Overseas Airways, Dublin, Eire; Irish Tourist Board, Dublin, Eire; Jesse L. Lasky Productions Inc., Los Angeles, Calif.; Liebmann Breweries Inc., Brooklyn, New York; Lockheed Aircraft Corp., Burbank, Calif.; Rainbow Productions Inc., Hollywood, Calif.; RKO Radio Pictures, London, England; Rotax Ltd., London, England; S & W Fine Foods Inc., San Francisco, Calif.; Selznick Studio Releasing Division Ltd., London, England; Hunt Stromberg Productions, Hollywood, Calif.; Tescan Ltd., London, England; The Toni Co., Chicago, Ill., and London, England; U. S. Government, Office of Foreign Liquidation, Paris, France, and Walter Wanger Productions, Hollywood, Calif.

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FCC Approves Four Station Transfers

FOUR STATION transfers, involving considerations totaling nearly $450,000 and four AM and two FM outlets, were approved last Thursday by FCC.

WBMS and WBMS-FM Boston were granted assignment of license and permit respectively from Templetone Radio Mfg. Corp. to WBMS Inc., owned by "The Friendly Group," operator of several stations. Consideration is $175,000 plus losses not to exceed $1,000 monthly from Jan. 1 or minus all profits for the same period.

WFTL Fort Lauderdale, Fla., was granted transfer of control from group headed by Gene T. and Evelyn M. Dyer, owners of WAIT Chicago, to Gore Pub. Co., publisher of the Ft. Lauderdale *Daily News* and permittee of FM station WGOR there. Sale price is $150,000 less one-half the net profits from Jan. 1 to closing date.

KLIX Twin Falls, Idaho, was granted transfer of control through sale by Fentress H. Kuhn of his 50% interest for $22,000 to J. Robb Brady Trust Co. which WMGW and WMGW-FM Meadville, Pa., received approval for assignment of license and permit respectively from H. C. Winslow to new firm of which he is president and 60% owner. Note for $100,000 due firm by Mr. Winslow for station construction, is cancelled.

Details of transfers follow:

WBMS and WBMS-FM Boston—Granted asignment of license AM station (1 kw day, 1090 kc) and permit for FM outlet from Templetone Radio Mfg. Corp. to WBMS Inc. for $175,000 cash plus losses not to exceed $1,000 per month from Jan. 1 to date or minus all profits for same period. WBMS Inc. principals: Jack N. Berkman, president; John J. Laux, chairman of the board; Louis Berkman, executive vice president; Myer Wiesenthal, Charles C. Swaringen, John L. Meriden and Joseph M. Troesch, vice presidents; Alex Teitlebaum, secretary; Richard Teitlebaum, treasurer, and George W. Fellows, assistant secretary-treasurer. Group is associated in operation of "The Friendly Group" of stations: WPIT Pittsburgh; WSTV Steubenville, Ohio; WFPG Atlantic City, and WKNY Kingston, N. Y. WBMS Inc. has authorized 1,750 shares with 262 shares issued and 738 subscribed. Stock is held as follows: Valley Broadcasting Co., WSTV licensee, 400 sh; Messrs. J. N. and Louis

(Continued on page 79)

PHILADELPHIA PLANS

Convention Coverage Charted

NETWORK news chiefs in New York last week were neck-deep in floor plans, traffic diagrams, time schedules and assignment sheets, the paper-work of probably the most extensive radio coverage ever accorded a political convention, as preparations for the Republican conclave opening June 21 neared completion.

The four major networks, cooperating with many stations in a pool arrangement for coverage of on-the-floor activities of the party, were also rushing plans for individual broadcasts of behind-the-scenes events and interpretive comment of their own. All planned to devote much of their broadcast time to the convention.

In Philadelphia, stations were preparing not only to carry special programs to their own areas but also to serve as temporary headquarters for networks and for news-gathering agencies of out-of-town stations. Several station officials indicated that while full resources would be thrown into convention coverage, they would keep in mind that events and programs not connected with the conventions would not be ignored.

Installation of the four-network pool system within Convention Hall at Philadelphia was begun at week's end, under the supervision of George McElrath, NBC director of engineering operations. NBC has overseen the pool facilities for all major chains at every national political convention since 1936.

Facilities being prepared at Philadelphia are similar to those which have been used at previous conventions, Mr. McElrath said.

Microphones will be set up on the speakers' rostrum, and a floor microphone will be installed before the chairman of each of the 52 delegations as part of the pool system. Individual networks will place their own microphones elsewhere in Convention Hall.

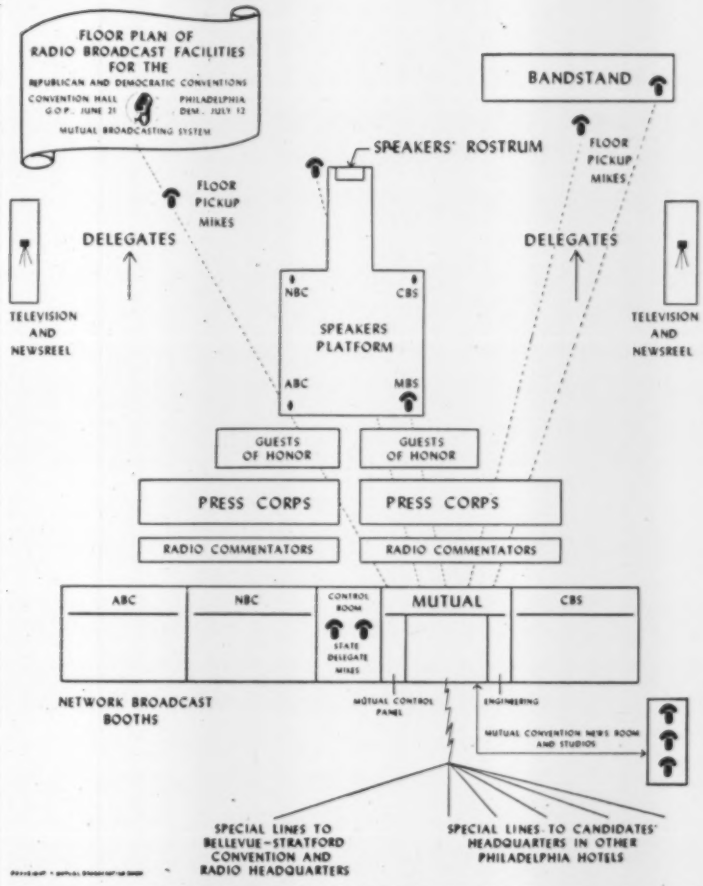
The radio pool microphones also will serve the hall's public address system so that they will carry all official utterances during the conclave including the polling of individual delegations. The pool system will feed, in addition to the sound broadcasting networks, television, independent stations and sound movies.

An engineer on the rostrum, receiving orders from the convention chairman, will control the pool microphone system through a switching board. It is up to the convention chairman to decide which delegation's voice will be heard at any given time.

Another engineer in a booth at the rear of the rostrum will be in charge of maintenance. He will be provided with a crew of three roving engineers who may carry repair equipment to any microphone needing service.

Thousands of miles of special lines will tie together the various hotels where networks have established individual broadcasting headquarters with Convention Hall.

Although by last week no network had completed its planning in detail, the following preparations had been made:



—— ABC ——

Robert E. Kintner, executive vice president, Charles C. Barry, vice president in charge of radio and television programming, and Thomas Velotta, vice president in charge of news and special events, will head the ABC delegation. More than 100 newsmen, commentators and technicians from ABC will be present.

An advance group of ABC engineers, headed by George Milne, director of technical operations, and William H. Trevarthen, New York operations supervisor, will arrive in Philadelphia June 17 to install ABC equipment.

The network also has scheduled a number of pre-convention broadcasts beginning June 18 from the ABC studios in the Bellevue-Stratford Hotel. ABC's *Headline Edition* and *News of Tomorrow* will take pickups from Philadelphia, and other special programs will be broadcast.

By June 19 a staff of 16 editors and writers including William Neel, from Washington, and Connie O'Dea, from Chicago, will be functioning in Philadelphia. The full complement of ABC staff will be on the scene by the opening of the convention June 21.

ABC Television

ABC will operate from two studios, one for sound broadcasting and the other for television [BROADCASTING, June 7] in the Bellevue-Stratford. The network also will have a fully outfitted newsroom, press room, and a headquarters room in the hotel.

Like other networks, ABC also will have a booth overlooking the speakers' rostrum in Convention Hall. The network will install other lines and traveling microphones which its reporters will use to cover the floor during sessions.

Twenty-one commentators will be on hand to give interpretive assessments of the convention for ABC.

With plans more definite as convention time drew nearer ABC announced that it will operate a video studio in Philadelphia's Convention Hall as well as in the Bellevue-Stratford Hotel, giving it two complete TV program origination studios [BROADCASTING, June 7] in addition to two mobile units. One of these will be stationed outside the hall, for use in the pooled video coverage; the other will be available for any pertinent pickups throughout the city.

ABC's video coverage of the GOP nominating sessions will start with three pre-convention programs aired during the preceding weekend: *Behind the Scenes With ABC at Philadelphia*, a video preview of Convention Hall and interviews with personalities certain to be outstanding in the coming week's events, Saturday, 9:30-10 p.m.; a Sunday morning telecast from

(Continued on page 78)

TELEVISION plans of ABC, CBS, NBC and WPIX were reported in BROADCASTING, *June 7.*

RADIO SEATS

400 Will Cover For Medium

MORE THAN 400 radio newsmen and women will represent the 4 major networks, BBC, 5 regional networks, 125 independent AM and FM stations and television networks at Philadelphia during the political conventions. "Voice of America" staff members will also report proceedings.

The executive committee of the Radio Correspondents' Assn. in Washington, D. C. last Wednesday announced assignment of seats and studios and accreditation of radio-newsmen and women for the Republican and Democratic conventions.

Members of the executive committee are Albert L. Warner, MBS, chairman; Elmer Davis, ABC, vice chairman; William McAndrew, NBC, secretary; Francis W. Tully, Washington Reporters Inc., treasurer; Gil Kingsbury, WLW Cincinnati, WINS New York, chairman of the facilities committee; Howard L. Kany, AP Radio, and Bill Henry, CBS, chairman of the convention committee.

D. Harold McGrath and Robert M. Menaugh, superintendents of the Senate and House Radio Galleries, respectively, will be in charge of facilities at the convention. They will be quartered in Rooms 443 and 444 Bellevue-Stratford Hotel.

Mr. Warner announced that radio convention committee has been

(Continued on page 80)

FAX STANDARDS

Commercial Use July 15

(Text of new rules and standards, this page)

FACSIMILE experts generally appeared elated last week over FCC's announcement Thursday authorizing commercial use of the printed medium on FM channels starting July 15.

The authorization provides for an 8.2-inch standard recording width at 105 lines per inch, standardized at the transmitter, thus rejecting pleas for a 4.1-inch standard or for both 8.2 and 4.1; allows either simplexing or multiplexing from midnight to 7 a.m., and permits up to an hour of simplexing and three hours of multiplexing between 7 a.m. and midnight [CLOSED CIRCUIT, May 31].

Choice of the 8.2-inch width as the standard was expected to prove a keen disappointment to officials of Alden Products Co., who had urged adoption of 4.1, but for the most part the industry appeared to feel that FCC's commercial authorization had given facsimile its biggest boost to date.

Into its order the Commission wrote a plea strongly urging "all interested persons . . . to continue multiplex experimentation so that a system can be developed at an early date which involves no degradation of the aural program [FM] below 15,000 cycles. In this way, simplex operation can be eliminated entirely and multiplexing will be possible during all hours."

In the meantime FCC said it expected that FM licensees would arrange their schedules so that aural programs during the periods of multiplexing — simultaneous FM and facsimile transmission—"will be of a type that do not require frequency response above 10,000 cycles [talks, drama, etc.]."

Not All Participated

Three of the seven Commissioners did not participate in the decision, and Comr. Robert F. Jones, while concurring in the commercial authorization, dissented from the majority's ruling on the hours in which multiplexing and simplexing will be permitted. He felt that either system should be allowed from midnight to 6 a.m., that multiplex should be forbidden from 6 a.m. to midnight, and that simplexing should not take up more than 25% of the aural broadcasting time in the 6 a.m. to midnight period. Non-participants were Chairman Wayne Coy and Comrs. Paul A. Walker and E. M. Webster.

The commercial grant came at a time when 11 stations are authorized to engage in facsimile broadcasting on an experimental basis —the basis on which the art has operated since before the war.

FCC's order did not provide for facsimile operation by noncommercial educational FM stations but said this matter is currently under consideration.

Nor did it mention color facsimile, which Finch Telecommunications said could be operated under the same standards as black-and-white. Though Finch promised to be the first on the air with color (see story, page 66) FCC sources appeared undecided whether a separate authorization would be needed for such operations.

The commercial authorization grew out of a three-day hearing before the Commission in mid-March [BROADCASTING, March 22]. At that time the only major point of controversy was the question of the most desirable paper width standards. Finch Telecommunications, Radio Inventions, and Faximile Inc. preferred the 8.2-inch width, while Alden Products, the only other principal facsimile manufacturer, preferred 4.1. In the hearing, however, the manufacturers agreed that a great deal of experience would be necessary to determine public preference and suggested that the standards provide for both widths.

Rejected Double Standard

The Commission rejected the double standard as a solution which "has only a limited application from a practical viewpoint." But its single standard will permit the use of widths other than 8.2 inches at the recorder if the number of lines per inch is adjusted appropriately under the one set of standards.

The advocates of 8.2-inch recorders claimed this width is the least necessary for proper programming and makeup; that this size provides copy at somewhat faster than average reading speed and makes better use of the 200-kc channels assigned to FM, and that they would not be interested in the service if equipment were limited to the 4.1-inch size.

President Milton Alden of Alden Products and the other advocates of 4.1-inch recorders, on the other hand, felt facsimile will develop short, terse programs that can be handled adequately at the narrower width and that 4.1-inch recorders would be preferred, particularly for bulletin services, weather information, abbreviated news reports, and farm prices.

Distortion Factor Claimed

In refusing to permit both 4.1 and 8.2-inch standards, FCC noted that a recorder of one size would distort reproductions from a transmitter designed for the other width unless the recorder gears were adjusted, and that even then the reproduced material might be wastefully large or illegibly small. The order continued:

In the Commission's opinion a broadcast service should provide for full interchangeability of equipment so that purchasers of all types of receivers are able to receive programs from all available stations. This is the only way maximum utilization of frequencies is possible. Where there is no such standardization, the result is that fewer people are served by a given number of stations than is the case where there is standardization, or a greater number of stations is required to serve the same number of people. In either event a waste of frequency potentiality exists.

In settling on the 8.2-inch width, FCC said this size "will permit a greater flexibility in programming," and that "by and large, an 8.2-inch paper should be capable of handling practically any program material that is carried by a newspaper.

"On the other hand," the order continued, "the 4.1-inch paper appears to be more suitable for a bulletin type of service than an overall type of service. Some of the radio services may find such a bulletin service desirable and as is pointed out in the Commission's [1945] Allocation Report, there is no objection to such other services utilizing facsimile provided that the emissions are confined to the band authorized for this service."

FCC Conclusion

Ruling that commercial operation of facsimile would be desirable, the Commission said:

The record shows that sufficient interest has been shown to indicate public aceptance and support of this service, that limited quantities of facsimile transmitting and receiving equipment are in production, that additional equipment will be available as the service develops, and that the standards proposed for facsimile broadcasting, particularly with reference to the 4-inch recorders, are satisfactory for the development and utilization of facsimile as a broadcast service.

The Commission saw "some problems" in both simplexing and multiplexing:

. . . As to the simplex method, no technical difficulties exist but since under this method FM must be silent while a facsimile program is being broadcast, it is apparent that FM listening audiences will turn away from the station when a facsimile program is being broadcast . . . Moreover, as FM broadcasting develops, the problem will undoubtedly become more serious.

So far as multiplexing is concerned, the difficulties are technical in nature. Since under this method FM and facsimile programs are broadcast simultaneously, a method must be devised to prevent mutual interference. Under present rules . . . the facsimile transmissions, to be permissible on a multiplex basis, should not cause any degradation in the aural programs below 15,000 cycles.

The witnesses agreed that this is a desirable objective but there was also agreement that the objective has not yet been attained. There was some evidence that multiplexing had been achieved which resulted in no degradation below 10,000 or 12,000 cycles. The facsimile material has, in general, been

(Continued on page 66)

FCC'S Facsimile Rules & Standards

FACSIMILE rules and standards adopted by FCC last week, effective July 15 (see story this page), are as follows:

Section 3.266 is amended to read as follows:

§ 3.266 Facsimile broadcasting and multiplex transmission—

(a) FM broadcast stations may transmit simplex facsimile in accordance with transmission standards set forth in the Standards of Good Engineering Practice Concerning FM Broadcast Stations during periods not devoted to FM aural broadcasting. However, such transmissions may not exceed one hour during the period between 7 A.M. and midnight (no limit for the hours between midnight and 7 A.M., and may not be counted toward the minimum operation required by Section 3.261.

(b) FM broadcast stations may, upon securing authorization from the Commission, transmit multiplex facsimile and aural broadcast programs for a maximum of three hours between the hours of 7 A.M. and midnight (no limit for the hours between midnight and 7 A.M.) in accordance with transmission standards set forth in the Standards of Good Engineering Practice Concerning FM Broadcast Stations provided that the transmission of facsimile does not impair the quality of the aural program below 10,000 cycles per second, and that a filter or other additional equipment is not required for receivers not equipped to receive facsimile.

Sections 1 and 8 of the Standards of Good Engineering Practice Concerning FM Broadcast Stations are amended by adding the following:

1 — DEFINITIONS

O. Index of Cooperation. The index of cooperation as applied to facsimile broadcasting is the product of the number of lines per inch, the available line length in inches, and the recriprocal of the line-use ratio. (e.g., 105 x 8.2 x 8/7=984).

P. Line-Use Ratio. The term "line-use ratio" as applied to facsimile broadcasting is the ratio of the available line to the total length of scanning line.

Q. Available Line. The term "available line" means the portion of the total length of scanning line that can be used specifically for picture signals.

R. Rectilinear scanning. The term "rectilinear scanning" means the process of scanning an area in a predetermined sequence of narrow straight parallel strips.

S. Optical Density. The term "optical density" means the logarithm (to the base 10) of the ratio of incident to transmitted or reflected light.

8 — TRANSMITTERS AND ASSOCIATED EQUIPMENT

H. Facsimile-Engineering Standards.

The following standards apply to facsimile broadcasting under Section 3.266 of the Rules and Regulations.

1. Rectilinear scanning shall be employed, with scanning spot progressing from left to right and scanned lines progressing from top to bottom of subject copy.

2. The standard index of cooperation shall be 984.

(Continued on page 64)

Identification Waiver

SECTION 3.188 of FCC's broadcast rules was amended by the Commission last Thursday to waive station identification of transcribed network programs broadcast an hour later because of the Daylight Saving Time differential. FCC stipulated, however, that an appropriate announcement be made at least once each day between 10 a.m. and 10 p.m. to the effect that some or all of the network programs are delayed broadcasts by means of transcription, and indicating whether the transcriptions have been made by the network or the individual station. This gives affiliates a privilege previously limited to the networks during periods of Daylight Saving.

AFM

Petrillo's Statement That Ban Sticks Is Later Qualified

By IRVING MARDER

JAMES C. PETRILLO'S strong statement to the American Federation of Musicians convention last week that the recording ban is on to stay was watered down considerably by a later admission to BROADCASTING that he meant "as far as this convention is concerned. . . ."

★

The music dictator's announcement that no negotiations looking toward removal of the recording ban were planned was made before the opening session June 7 of the AFM's annual meeting in Asbury Park, N. J.

'Feelers' Unanswered

In private conversation later he was asked if he felt the recording ban was a dead issue and replied with the qualifying remark. He denied that the AFM has had any bids in recent months from the Industry Music Committee for reopening of recording negotiations; a committee spokesman said sometime ago that two such feelers had gone unanswered by the union.

Presiding over the convention's opening session, Mr. Petrillo told 1071 AFM delegates—slightly more than half of the predicted attendance—that his lawyers had convinced him the union itself could not enter the recording business without running afoul of the anti-trust laws. "We hadda drop it," he admitted, to avoid monopoly charges. Later, he conceded that the AFM, "and any strong union," is of necessity a monopoly.

Reporting to the convention on AFM's signing of two new FM contracts, in Washington, D. C., and Buffalo, N. Y., Mr. Petrillo said it may not mean much money to the union immediately, "but it's a start." And he added: "We will have to nurse the FM chains as we did AM radio 25 years ago, and brought it to where it is today."

Duplication and Co-ops

Of AM-FM duplication he had this to say: "I don't think we helped ourselves a bit, though we held off as long as we could." Then he went on to talk about network cooperative programs. "We stopped co-ops, but did we?", and he continued, with heavy sarcasm, to review what happened when the union pulled its musicians out of co-op shows—"our great ally, AFRA, stepped into the breach."

He said that Mark Woods, president of ABC, "pleaded with me again and again," for permission to sell the Boston Symphony as a co-op, but found the network was unable to do so profitably when AFM finally gave the go-ahead. "They can't sell Toscanini as a co-op—how can they sell him to a single sponsor?" Mr. Petrillo asked rhetorically.

The AFM "took a chance on television," he said, though it had been "worried about it for a long time," because the union feared it would otherwise jeopardize its "take" of $26 million annually from radio. The union also feared a repetition of the sequence of events when sound films came in and thousands of movie house musicians were made jobless overnight, Mr. Petrillo said.

It was not the Petrillo of old who faced the convention at Asbury Park last week, though he was as dapper as ever in a light tan double-breasted tropical suit, brown and white shoes, bright tan-and-yellow tie, and his platform manner was as artfully uncultured as ever.

"You're looking at the new Petrillo—the one you've read about in magazines," he said hoarsely, cueing the laugh carefully and a little anxiously. It was indeed a somewhat new Petrillo; something old had been taken away—much of the bluster and bravado.

"I'm a very humble person; I'm not the smartest guy in the world," he said at one point, though he looked a little unbelieving as he said it.

"I don't feel so good. I been through the wringer since I saw you last," he complained. All he could see ahead, he said, was "darkness," not only for AFM, "but for the labor movement as a whole."

"How many fronts can we fight on? To fight on more than one front . . . would be disastrous. I say today we can't fight on any front without getting our brains beat in . . . There is no free labor movement in America. We're shackled. Back to the injunction days of years ago . . . I fear for the Republican Presidential candidates," he added.

No Party Ally

Later he told reporters he and the AFM were pledged to no particular party, but would support any "liberal candidate"; he was careful to add that he did not mean Henry Wallace.

Mr. Petrillo ended his opening address with an impassioned plea for the immediate merger of all parent labor unions in the U. S. into a single body, as the only

(*Continued on page 68*)

FLOOD AID

Radio Continues Major Role

WITH A NEW series of flood crests predicted, radio's job is not yet done in the Northwest disaster. But haggard radio newsmen are laying odds on the bet that the past weeks have seen the greatest proportion of sets-in-use ever reached in the area.

Perhaps the most outstanding example of radio's effectiveness in the catastrophe came when the Red Cross published a complete list of the missing in the Vanport flood. There was a total of more than 700 names on the list. But through a broadcast of the names the list was cut in half by refugees who had heard their names mentioned among those missing.

KXL Portland carried 576 bulletins in the first 48 hours after the Vanport break in the dike. In continuous broadcast for more than three days, KXL kept the entire KXL network—many of whose stations are in the flood area—supplied with advance information on nearing flood crests.

As follow-up of the disaster KXL wired all Senators and Congressmen from Oregon and Washington relative to the aid that the federal government might be expected to give to rehabilitate the 18,000 citizens of Vanport and surrounding territory along the Columbia.

KWJJ Portland whose transmitter was one of several marooned, sent its engineers in by boat so that broadcasts could continue. The station has been formally commended for reuniting some 25,000 families during the first days of the Vanport disaster.

KPOJ (call letters changed June 6 from KALE, see separate story this issue), Portland MBS outlet, topped off its flood report with a one-hour documentary on the past, present and future of the Columbia Basin flood, using wire recorder, shortwave, eye witness accounts and interviews with supervisory authorities.

Praise From Governor

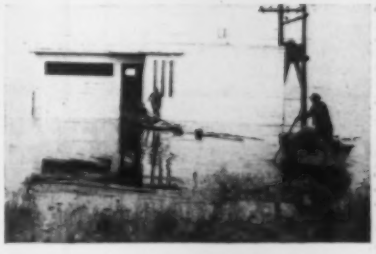
Fred F. Chitty, general manager of KVAN Vancouver, Wash., last week received a letter from Gov. Mon C. Wallgren of Washington in appreciation of radio's service. "If anything further is needed to prove the value of radio," the Governor wrote, "I believe the disastrous flood in central and southern Washington and the need it brought for instantaneous communications and directions to the affected civilian populace further emphasizes the tremendous value of radio in our modern day.

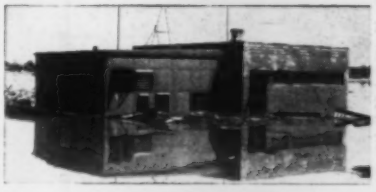
"Your state government and myself, as Governor, deeply appreciate the extra effort you, as a station owner and manager, made to keep the affected citizenry informed . . ."

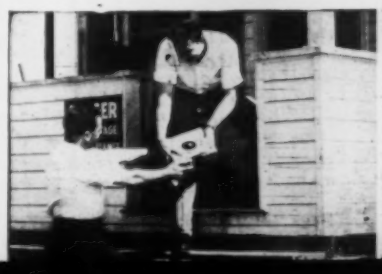
In addition to using a spare tower and transmitter of KALE [BROADCASTING, June 7], KGW Portland has been using KWJJ's studios.

After liaison activities of KOIN

(*Continued on page 64*)







THE FLOOD took its toll of radio stations, too. (Top photo) KPQ Wenatchee, Wash., is awash, but ready for the emergency. The building was raised off its foundation and tank rafts were inserted. At one time the station was floating on 15 ft. of water, but it still maintained 24-hour service on the air. (Second photo from top) Water eventually rose to the doorknob-level of this transmitter house of KWJJ Portland. Equipment was jacked up to the ceiling and flood-service broadcasts continued. (Third photo) KGW Portland's transmitter was completely destroyed when the water rose to within ten feet of the top of the 45-ft. structure. (Bottom photo) CKNW New Westminster, B. C., prepares to carry on as usual—six feet above foundation level. Clare Purvis (l), transmitter operator, hands Lew Fox, all-night disc jockey, some records for his show. Flood crest was expected a few days later.

Maulsby Promoted As CBS Realigns

Koop and Michel Also Given New Public Affairs Duties

Mr. Michel

Mr. Maulsby

IN A REALIGNMENT of the CBS public affairs staff, occasioned by a policy change within the department, the following appointments were announced last week by Davidson Taylor, CBS vice president in charge of public affairs.

Gerald F. Maulsby, former assistant to the director of public affairs becomes assistant director of the department and Mr. Taylor's deputy; Theodore F. Koop, former director of CBS News, Washington, has been named director of news and public affairs in Washington, and Werner Michel, former assistant to the director of programs and recently producer of educational broadcasts, has been appointed director of production, Public Affairs.

Mr. Koop

The policy change resulted in a redirection of public affairs productions—toward the family rather than classroom audiences or those with special educational interests. The latter, according to the network, has largely become the province of local radio stations.

In line with the change, the CBS series, *American School of the Air*, was suspended April 30, the network said.

S. C. Johnson Sponsoring Diz Dean on Full NBC

WEEKLY SPORTSCAST starring Dizzy Dean of St. Louis Cardinal fame will start on full NBC network Saturdays, beginning July 3, for S. C. Johnson and Son (wax), Racine, Wis. Thirteen-week program will be from 4 to 4:15 p.m., CDT, from KSD St. Louis. Mr. Dean, in addition to giving baseball news and comments, plans to interview guest stars in various sports.

Frank Eschen, KSD special-events director, will produce and direct the show, and J. Roy Stockton, sports editor of the *St. Louis Post-Dispatch* and author of *Gashouse Gang*, will write it.

Needham, Louis and Brorby Inc. is the agency, and Rudi Neubauer the NBC Chicago account executive.

KOA SALE?

Around 3 Million Price Is Reported

PRELIMINARY discussions looking toward NBC's sale of KOA Denver to Aladdin Television Co., Denver video applicant, were confirmed last week with conversations reportedly centering on a sale price of around $3,000,000.

"There have been conversations and there have been inquiries," KOA Manager Lloyd E. Yoder reported. But, he added: "As far as we know, the matter is strictly in that stage."

Harry E. Huffman, Aladdin president, conceded his firm was exploring the prospects of buying the 50-kw clear-channel station (850 kc).

"If we obtain a television station we probably would affiliate with the NBC network," he declared. "It is a natural thing, then, that we should be at least giving thought to the purchase of KOA, which handles the radio broadcasts of that network."

Theatre Ownership

Aladdin ownership is identified with Fox Intermountain Theatres, which, along with the *Denver Post*, figured in earlier stories of discussions for purchase of KOA [BROADCASTING, May 31]. Spokesmen last week, however, eliminated those two from current negotiations.

A major factor which might contribute to the network's willingness to dispose of its KOA ownership, observers pointed out, is FCC's five-station limit on common ownership of television outlets. With five stations already, NBC cannot expand into Denver television on an ownership basis.

Another factor was seen in recurring reports of NBC interest in acquisition of KMPC Hollywood. In light of FCC's known attitudes toward network ownership of AM stations, it was felt Commission approval of the acquisition of another station would be much more certain if NBC first disposed of one of its existing stations.

In event KOA is sold to Aladdin Television, it was understood the company would seek authority to install a television booster on Pike's Peak to provide service to Colorado Springs.

Huffman Interests

Mr. Huffman, who owns 48.4% of Aladdin, is district manager of Fox Denver Theatres and director of Fox Intermountain Theatres. Frank H. Ricketson Jr., president of Fox Intermountain, also owns 48.4% of the television applicant and is its treasurer. Albert J. Gould, Denver attorney and secretary of Fox Intermountain, is secretary and owns 3.2% of Aladdin. In addition to his association with the theatre group, Mr. Huffman and his wife control (66-2/3%) the Winters-Huffman Drug Co. of Denver.

Aladdin, seeking Channel 9, is one of six applicants for Denver television, where FCC's proposed new allocations table contemplates the use of five channels.

Keesley Joins L & M

NICHOLAS KEESLEY, formerly associated with MBS and CBS as program sales manager and prior to that with N. W. Ayer & Son for 15 years as radio account executive, has been appointed manager of the radio department of Lennen & Mitchell, New York. He assumes his duties immediately, succeeding Thomas P. Doughten, who moves up as executive assistant to Ray Vir Den, president of the agency.

Drawn for BROADCASTING by Sid Hix

"Yes, dear, it is nice. But it isn't really just the same as television."

NAB 1948 Budget Is Set at $796,000

Expenses of Most Departments To Run Higher This Year

BUDGET of $796,000 for 1948 for NAB, with operating expenses estimated at $751,000, is only a fraction of the sum spent by other media for similar trade association services, according to an analysis sent to the membership by the NAB Finance Committee, of which Clair R. McCollough, WGAL Lancaster, Pa., and a board member for small stations, is chairman.

The budget compares with an approximate $675,000 for 1947, with expenditures a little under that figure.

Expenses of NAB departments for 1948 run higher all along the line with the exception of the FM Special Services Dept. and the Public Relations Dept. Discontinuance of the New York office was a factor in cutting the public relations budget.

Principal increase occurs in the president's office, with much of this due to a contingent item of $15,000 covering international activities of the association, and the Engineering Dept., where the staff has been enlarged to meet international requirements.

Approximate department expenditures in 1947 and estimated 1948 budget allocations follow (some special expenditures not included):

	1947 Expenditure	1948 Budget
President	$94,000	$112,981
Sec.-Treas.	45,000	49,422
Broadcast Adv.	68,000	73,498
Emp. Relations	45,000	48,856
Engineering	20,000	42,950
FM-Spec. Serv.	27,000	24,200
Legal	52,000	57,720
Program	26,000	33,500
Pub. Relations	102,000	92,740
Research	33,000	39,433
Gen. Adminis.	108,000	139,750
Special	38,000	33,000
Total	$658,000	$751,250

Whelan Set to Sponsor Quiz Show on WABD(TV)

WHELAN Drug Stores Co., New York, will assume sponsorship of *Charade Quiz* on WABD New York, it was learned last week, although the final contract details still were incomplete.

The drug chain has been dickering for some weeks for the video program, featuring Bill Slater as quizmaster and packaged by Stanley Catcher, which has been on the air for some months as a sustainer. Commercials will be one-minute films advertising products sold in the Whelan stores, with four planned for each half-hour program. Arrangements were made direct.

Smith Joins BBDO

CHARLES H. SMITH, CBS market research counsel, has joined the Minneapolis office of BBDO as a general counsel in radio for its four western offices, Chicago, Minneapolis, Los Angeles and San Francisco.

Television stories, on other pages, in this issue:

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WBZ-TV Formally Opened at Boston

Inaugural Features Government, Business, Religious Leaders

COMMENTS on television's impact by government and business officials and religious leaders featured the formal dedication of WBZ-TV Boston and expansion of its program service last Wednesday evening [BROADCASTING, June 7].

Inaugural program got underway at 6:30 p.m. from the Boston studios of WBZ and WBZA Springfield, Mass., with brief talks by several religious leaders. Among their comments was this one by the Most Rev. Richard J. Cushing, D. D., Catholic archbishop of Boston: "Recreational, spiritual and cultural posibilities of this medium cannot be fully estimated. It will be a healthy and wholesome service to the spiritually-minded . . . It will be a happy medium for pleasant and profitable diversion."

Speaking on behalf of business, C. Lawrence Muench, new president of the Boston Chamber of Commerce, said in part: "I have considered my radio indispensable, and now realize that my radio is blind." Mr. Muench forsees numerous possibilities for business and public relations through television.

On the governmental side Boston's Mayor Curley pointed out that a public servant "can no longer be unaware of his appearance. Television will have a great impact on the future of all public servants."

Also appearing on the inaugural program was Gov. Robert F. Bradford of Massachusetts, who recalled his first television experience last winter when NBC, in cooperation with WBZ-TV, televised Boston Fish Pier activities.

Other participants were J. B. Conley, general manager of Westinghouse Radio Stations Inc., Philadelphia, and W. C. Swartley, WBZ station manager.

WBZ-TV is operating on Channel 4 (66-72 mc), and its programming includes a full evening schedule beginning at 7, plus big league baseball and other Boston events.

* * *

Mr. Swartley (l) and Mr. Conley check final arrangements for WBZ-TV's dedicatory ceremonies.

ABC MOVES UP DATE FOR KECA-TV's START

ABC has moved up its operational date for KECA-TV Hollywood from Dec. 1 to Nov. 1, according to Robert Hinckley, network's Washington vice president, who was on the Coast last week. Network will debut its San Francisco outlet Dec. 1 as previously planned.

KFI-TV Los Angeles is slated to be operating before the end of July. It will be followed by KNBH, NBC TV outlet. Whether CBS and the *Los Angeles Times* will operate KTTV before ABC's KECA-TV starts does not appear clear at present.

KLAC-TV, the Dorothy S. Thackrey station, is not expected to air its beam before early 1949. Los Angeles video stations then would number seven when the five previously named have joined KTLA and W6XAO in operation.

Klaus Landsberg, general manager of KTLA and western television director of Paramount, reports that there are 25,000 TV sets in Los Angeles, and he expects this figure to be more than doubled by the end of 1948.

AT A REHEARSAL prior to the WPIX debut, the production and technical staff look on. Standing, l to r—Rudy Bretz, Robert Maloff, Clark Jones, Sidney Davidson, Russell Lea, Manager of Programs Harvey Marlowe, Jack Balch. Seated—Jack Murphy, Peggy Gannon, Michael Vardakis, Ed Stasheff, Steve Palisek and Wayne Green.

* * *

WPIX INAUGURAL

TV Station to Have Glittering Debut

INAUGURAL of WPIX, television station of the *New York News*, tomorrow night (June 15) will be as glitteringly correct as the debut of a society miss. Guests will find their way to the News Bldg. illumined by klieg lights and guarded by an extra detail of New York police. Inside the lobby the civic, religious and business leaders, the stage and screen notables, will be greeted, interviewed—and televised, 7:30-8 p.m.—by Jimmy Jemail, inquiring reporter of the *News*.

Exactly at 8, the first program from the brand new WPIX studios will take the air, with Virginia Haskins of the New York City Opera Co., singing the national anthem and the Rt. Rev. Charles Kendall Gilbert, Protestant Episcopal bishop of New York, giving the invocation. Other religious leaders, including Cardinal Spellman if he returns from Australia in time, will appear during the evening.

F. M. Flynn, general manager of the News Syndicate Co., owner of WPIX, will extend an official welcome to the television audience and studio guests. New York's Mayor William O'Dwyer, Lt. Gov. Joseph R. Hanley, Vincent Impellitteri, president of the city council, and Paul E. Lockwood, secretary to Gov. Dewey, will welcome the new station on behalf of city and state. Gov. Dewey and others unable to attend have recorded greetings on sound film for broadcast during the evening.

The formal part of the proceedings, including the tributes to Robert L. Coe, station manager, and Thomas E. Howard, chief engineer, for building the entire studio and transmitter facilities in slightly more than five months, will be confined to a half-hour of air time. From 8:30 to midnight the program will consist largely of previews of WPIX feature shows.

Station Features

Gloria Swanson, whose women's program will be regular Wednesday afternoon feature, will interview movie star Neil Hamilton. Rube Goldberg will give a sample of his cartoon-charade program, *The Drawing Game*. Peter W. Pixie, puppet star of Frank Paris' juvenile series, will make an appearance. Fred Allen will be the opening night guest on Ben Gross' *Stars in Your Eyes* interview show. Broadway Columnists Ed Sullivan and Danton Walker will m. c. remote pickups from two night clubs, Latin Quarter and the Versailles.

WPIX opening will be heralded today (June 14) with a special 40-page television section of the *News*, devoted exclusively to WPIX plans and developments. Other promotion has included banners on the *News* delivery trucks, newspaper and trade paper advertising, a window display in the *News* information bureau, letters to all video-equipped restaurants and bars in the area, and the $10,000 station slogan contest which came to an end at midnight Saturday.

TEST TV COMMUNITY SELECTED FOR SURVEY

"VIDEOTOWN—USA," a test television community, was selected by Newell-Emmett Co. to analyze the present television market and to watch the growth of television over a period of time.

By special permission of Newell-Emmett Co. BROADCASTING will carry the full analysis in its June 21 *Telestatus* Report.

Located on the fringe of New York's TV service area, Videotown is a self-contained community supported by industry, agriculture and distribution. It represents roughly one tenth of 1% of population served by television today.

Surveys of the town have set ownership and other factors to compare closely with larger locations now served by television. Surveys will be repeated from time to time as needed in order to keep a close tab on progress, Newell-Emmett Co. reports.

OVERSEAS RADIO

Justin Miller Urges Subsidy

GOVERNMENT subsidy to put American international broadcasting on an equal footing with state-owned and subsidized systems of other countries was advocated last week by NAB President Justin Miller.

Addressing the Kiwanis International Convention at Los Angeles Tuesday, Judge Miller discussed broadcasting as a means of aiding international goodwill and understanding. He spoke on invitation of the convention's program committee of which Victor C. Diehm, president and general manager of WAZL Hazleton, Pa., was chairman.

Besides proposing a subsidy to prevent such fiascos as that marring the "Voice of America" broadcasts, NAB's president tore into hogging of spectrum space by various U. S. agencies without the need of showing to what use the frequencies are put.

A half-hour television exhibition was given the convention via NBC closed circuit. Ralph Edwards, m.c. of *Truth or Consequences*, used several situations suitable for video if the program were televised.

Judge Miller urged adoption of the subsidy system, as distinguished from the British-proposed idea of an internationally controlled broadcasting agency.

"And why not such a subsidy?", he asked rhetorically. "We have, in the past, subsidized our merchant marine. In the days when I was working on appropriations for the Federal courts, I was interested to discover that the United States is spending more money to subsidize our air mail service to foreign countries, than the total cost of our entire Federal court system—the entire cost of one of the three great coordinate branches of our Federal government.

Fix Responsibility

"Is it not, perhaps, as important to make possible the private operation of international radio broadcasting, as it is to maintain private operation of air mail and of our private merchant marine?

"Is not such a subsidy even more justifiable in the broadcasting of news than in carrying mail or carrying freight? Certainly, with a subsidized commercial American operation, in international broadcasting, it would be much more practicable to fix responsibility and to prevent such debacles as the recent "Voice of America" episode; than with a situation such as the present, where the State Dept. and a network must divide responsibility; where the network performs the service without incentive on a nonprofit basis; and where, in case of negligence, the two can pass the buck, back and forth to each other.

"Whatever may be the limitations or weaknesses of American broadcasting under a competitive system; whatever may be the undesirable characteristics of advertising which provides the financial support for radio broadcasting in this country, it is far superior to anything else in the world, and so far excels that of any other country in the world, in helping to preserve our concepts of freedom of speech, freedom of thought, and the free market of ideas, as to be beyond all comparison with that of any other country."

Informed Public Basic

Had the British proposal, offered last summer at the International Telecommunications Conference in Atlantic City, been adopted, and ratified by our Senate, the broadcasters of this country might be subjected on a world basis to regulations similar to those now enforced by the BBC, Judge Miller warned.

He said developing of an informed public opinion is basic to world understanding and a part of the program for achieving preparedness adequate to preserve free governments. Misuse of broadcasting, he added, makes it a powerful weapon for destruction. He emphasized that "the future, not only of free broadcasting but of free enterprise, in this country, is largely dependent upon what happens during the next few years at the international level."

Judge Miller contrasted the Russian idea of free speech, in which criticism of the government or officials is "obscene," with that in this country. "The paradox is that we should be championing complete freedom of communication in the rest of the world," he said, "while there is a concerted and widespread movement under way by some people to put communications under government control, in our own country.

"Government slanting of information, no matter how subtle; government control of opinion, no matter how indirect, is inconsistent with the idea of that maximum freedom which is necessary for understanding, by the peoples of the world, of the aims and objectives of the United Nations.

"We may as well face, frankly, the fact that government 'by the lifted eyebrow'—or by other forms of intimidation—is fatally destructive of the objectives which we seek.

"It is a curious fact that some of those who have most to gain, and who have gained most, by reason of such guarantees as freedom of speech, are willing to surrender such guarantees, hoping thereby to make secure advantages which have been already gained.

"Unless we are willing to permit free interchange of ideas, in the marketplace of public and private thinking, there will be no shifting of truth from falsity; no progress in human affairs. And, unless we fight, unremittingly, for the same freedom in other nations, there will be no understanding among the peoples of the world."

Business Impact

Discussing impact of international broadcasting on business, Judge Miller warned that we cannot forever finance our business with other countries, seeing danger that the U. S. will exhaust itself carrying the financial burden of the rest of the world.

He said England "has far outstripped us" in use of broadcasting to advance affairs of the empire. He deplored that the U. S., with its financial and technical superiority and other "know how," has not made or encouraged full use of broadcasting to develop free enterprise in other parts of the world.

Judge Miller criticized former Assistant Secretary of State William Benton for offering at Atlantic City last summer to accept fewer frequencies and reduce U. S. transmitters as a means of slowing down the scramble for frequencies. He favored "a little old-fashioned insistence on our share."

Oppose Commercials

An international association of government broadcasters, he reminded, is composed of state corporations attempting to discredit free broadcasting and to expand state radio to all areas. One of their main arguments is against radio advertising, he said, though "ironically, some of them are now going in for advertising on an increasing scale." So far our people have not fully awakened to the danger facing freedom of speech and the free enterprise system, he declared.

There is no actual scarcity of frequencies, Judge Miller said in reviewing the means by which the spectrum is allocated among nations.

At that point he went into a stiff castigation of IRAC (Inter-departmental Radio Advisory Committee of the U. S. Government), whose frequency requests are granted in toto by the President "without hearing or justification."

"Apparently no indication of use is filed with any branch of the government", he said; no evidence of need is submitted, or in any other manner supplied.

"If questions are asked—and they have been asked—as to what they are doing with these channels, the various agencies and departments, if under pressure, will only say that so many blocks of frequencies have been assigned to the various participating members of IRAC.

"There is no known way of finding out what the government does with its half of the total spectrum space.

"This blocking out of channels goes on, while the broadcasters, police, taxicabs, railroads, airlines, emergency services, and others must submit—and justifiably—detailed analyses of the use they intend to make, or are making, of their channels. This generally requires long and expensive hearings; meanwhile, many services must continue to suffer intolerable interference."

Final allocation of what is left is done by the FCC, he said. At every stage of the process, he said,

(*Continued on page 70*)

ATTENDING First District AWB dinner meeting in Boston June 4 (see story, page 42) were (front, l to r): Fay Clark, WBRY Waterbury, Conn., First District chairman; James L. Caddigan, DuMont Television Studio, who spoke on "Television, the Unknown Quanity," and Ruth Crane, WMAL Washington, AWB national president. Standing (l to r), A. N. Armstrong Jr., WCOP Boston, First District counselor to AWB; Pat Griffith, NAB director of women's activities; Harold E. Fellows, WEEI Boston, NAB First District director, and Paul Morency, WTIC Hartford, Conn., NAB director-at-large.

Cleveland Outlets Scathed by AFL

Official Organ Claims Labor Getting Time 'Run-Around'

CLAIMS that Cleveland radio is "giving labor the run-around" are raised by *The Cleveland Citizen*, official American Federation of Labor publication.

In a column headlined "Radio Belongs to the People?", Walt Davis, associate editor, contends:

Cleveland radio—"free radio"—is still refusing to sell time to labor, still hiking rates so high unions can't afford to pay them and still using every pretext in the book to keep unions off the air.

The column was based on what Mr. Davis described as *The Citizen's* experiences in trying to buy time for a union which wanted to present its views on the Palestine situation.

He wrote that a WHK salesman claimed his station was "sold out." The columnist said he found this "slightly difficult to understand, for on the same day another WHK salesman was in *The Citizen* office trying to sell us night time on WHK for our regular weekly broadcast."

A WJW salesman told him, Mr. Davis said, that the charge for Class A night time would be $288 for a quarter hour. He said the salesman explained that in the case of broadcasts "like this one," WJW automatically doubled the rate. "As of press time," Mr. Davis reported, "I've had no reply" as to the possibility of getting time on the station.

Cites 1945 Incident

Mr. Davis recalled a 1945 episode in which the Retail Clerk's Union protested to FCC against WJW's purported doubling of rates for that union. After an exchange of correspondence between FCC and the union and FCC and the station, he said, "the union also asked the FCC to continue to investigate the original charge" but that "nothing has been heard from the Commission on the subject since."

(FCC authorities noted that complaints which have not been disposed of remain available for further consideration in acting upon renewal applications. WJW's current license was renewed Oct. 31, 1946—after the Retail Clerks' Union episode—for the period ending Nov. 1, 1949.)

Mr. Davis wrote that in seeking time for discussion of the Palestine question, "the union wasn't interested in WSRS because of its limited coverage," and that "we eliminated WTAM, WGAR and WJMO for a variety of reasons—mostly past experience." He said WTAM refuses to sell time to unions but will provide free time if the station management feels the subject matter merits it, and that WGAR and WJMO follow similar policies.

"If radio belongs to the people," he concluded, "then labor people just must not be people."

RADIO CENSUS

Score of Congressmen Make Request

A SCORE of requests from Senators and Representatives calling for consideration of a radio question in the 1950 decennial census were received last week by the U. S. Census Bureau.

Joining the list of advertising managers of large firms who have asked for inclusion of a radio question was H. S. Thompson, Miles Laboratories, Elkhart, Ind. Such firms as General Foods and Campbell Soup already were on record as favoring the proposal.

Another census project, the separate Census of Business, received Congressional approval last week with passage of legislation (S-554) providing for complete surveys of business and manufacturing every five years. The bill was flown to President Truman on the West Coast.

Sponsors of the legislation hoped the President would sign a request for $13,200,000 to conduct the business study in time for it to be included in a supplemental appropriation bill now before the Senate. This bill passed the House without provision for the business census.

Next Year Census

If funds are made available, the business census will be conducted next year, covering 1948 business. The Census Bureau already is conducting a manufacturing census covering 1947.

Spokesmen for eight market statistical groups appeared last Monday before a House appropriations subcommittee in favor of the bill to provide funds for the business-manufacturing tabulations.

The industry effort to convince the Census Bureau it should include a radio question in the 1950 census appeared to be gathering momentum. Many station operators contacted their Senators and Representatives.

A new element affecting the radio question is the indication that J. C. Capt, Census Bureau director, may ask to be relieved of his key post. Mr. Capt is understood to desire to live in New York and possibility of appointing him to be regional director of the bureau in that area is being considered.

The director could not be reached for comment last week, since he was undergoing hospital treatment for a rheumatic condition.

Among names mentioned for the post are Dr. Vergil Reed, market statistical director of J. Walter Thompson Co., New York; Ray Hurley, in charge of the Census Bureau's agricultural division, and Gerald Ryan, chief clerk of the Dept. of Commerce. Mr. Reed at one time was acting director of the census. He has indicated he does not favor a radio question in the 1950 nationwide count, feeling that radio has reached "saturation" from the statistician's viewpoint.

Letters were received last week from the following Senators and Congressmen:

Senators—Robert F. Wagner (D-N. Y.); James O. Eastland (D-Miss.); Harley M. Kilgore (D-W. Va.); William F. Knowland (R-Calif.); Charles W. Tobey (R-N. H.); Edwin C. Johnson (D-Col.); Wallace H. White Jr. (R-Me.); Edward Martin (R-Pa.); John S. Cooper (R-Ky.); Owen Brewster (R-Me.);

Representatives—Lindley Beckworth (D-Tex.); John E. Rankin (D-Miss.); John A. Carroll (D-Col.); Robert Hale (R-Me.); Robert F. Rockwell (R-Col.); J. Edgar Chenoweth (R-Col.); Virgil Chapman (D-Ken.).

HAIL AND FAREWELL at NBC as former Executive Vice President Frank E. Mullen, now president of the Goodwill Stations (WJR Detroit, WGAR Cleveland, KMPC Los Angeles), greets his successor as head of NBC television, Administrative Vice President Sidney N. Strotz.

New FM Operation Open As KALE Changes to KPOJ

CALL LETTERS of KALE Portland, Ore., were changed to KPOJ June 6. The POJ signifys *Portland Oregon Journal*, owner and operator, station announces.

At the same time its new FM operation started program service, duplicating all network and local programs of KPOJ. KPOJ-FM is on Channel 241, 96.1 mc, and has authorized power of 220 kw. Full power is not yet in use.

Embry Heads Ad Club

ROBERT C. (Jake) EMBRY, vice president of WITH Baltimore, last week was inaugurated as president of the Advertising Club of Baltimore, the first broadcaster to receive the honor. The club is the largest service group in the state, maintaining marketing, promotion-instruction and fellowship projects. Mr. Embry is president of the Baltimore Colts, professional football team, and president of the Bullets, champions of the Basketball Assn. of America. WITH owns the Bullets' franchise.

AAW

Reinsch, Butcher on Agenda

J. LEONARD REINSCH, manager of radio for the James M. Cox stations, will be main speaker at June 15 radio session of the Advertising Assn. of the West convention which got underway today (June 14) for four days in Sacramento. Mr. Reinsch will speak on "What's Ahead of Radio." Harry C. Butcher, president, KIST Santa Barbara, will preside as session chairman.

Mr. Reinsch

Other radio highlights of convention include a six-man television panel June 17 on "Television as an Advertising Medium" [BROADCASTING, May 31] made up of the following: Klaus Landsberg, general manager, KTLA Hollywood, and West Coast television director of Paramount Pictures; Charles (Bud) Barry, vice president in charge of programs and television, ABC New York; Haines Finnell, advertising manager, Union Oil Co., Los Angeles; Don McNamara, director of television, Telefilm Inc.; Arnold McGuire, Foote, Cone & Belding, Los Angeles television director.

Women's Panel

Also featured at June 15 session, immediately following main speaker is a women's panel on "Improving Radio Commercials."

Participating are Martha Gaston, account executive, KFOX Long Beach, Calif.; Jeanne Gray, KMPC Hollywood *Woman's Voice* m.c.; Nancy Holme, CBS Hollywood educational director; Claire Drew Forbes, head, Tri-State Adv., Santa Barbara.

Additional highlight of June 15 sessions will be awarding of the Radio Advertising Trophy to the winner of Western commercials contest [BROADCASTING, June 7].

WBAM Now WOR-FM

TEN-YEAR old WBAM New York, Bamberger FM station, was to be identified as WOR-FM starting Sunday, June 13, following FCC approval given June 10, WOR announced last week. In revealing the change, J. R. Poppele, vice president in charge of engineering, said the new call letters would identify the FM station more definitely with WOR and WOR-TV. WOR-FM broadcasts from 3 to 9 p.m. daily.

'VOICE'

Hearings Quietly Adjourned

THE CURTAIN has fallen on the "Voice of America" show on Capitol Hill and the star-studded cast of legislators and officials of NBC and State Department both appeared pleased over prospects of no encores.

Congressional storms over the *Know North America* series of "Voice of America" programs which wounded the provincial pride of legislators with such passage as "Texas was born in sin" and "New England was founded by hypocrisy" apparently have spent their strength. There appeared last weekend to be no strong sentiment for revival of hearings, which were brought into the public limelight like the proverbial lion and removed in lamb-like fashion.

A five-day hearing by a joint committee of two special Senate sub-committees of the Executive Expenditures and Foreign Relations Committee, under the respective chairmanship of Senators H. Alexander Smith (R-N.J.) and Homer Ferguson (R-Mich.) was adjourned by Sen. Smith June 4 until recalled by the chairman. Four-day hearings of the special subcommittee of the House Executive Expenditures Committee, headed by Rep. J. Edgar Chenoweth (R-Col.) were indefinitely postponed a day earlier [BROADCASTING, June 7].

Gandero May Be Recalled

Sen. Smith had indicated that Alberto O. Gandero, erstwhile NBC Spanish section supervisor, might be called from Cuba, where he is now visiting, to defend himself. Mr. Gandero had been blamed by NBC, who produced the travelogue series beamed to Latin America under contract to the State Department, for failure to check the controversial scripts.

Plans to hear Mr. Gandero, however, have evidently been abandoned and investigations will probably die by the wayside as Congress devotes itself to more important legislative matters in an attempt to meet the proposed June 19 adjournment or recess date.

It was held unlikely in official circles that either committee would resume hearings even if Congress decided to return after national political conventions this summer.

Washington observers also considered it improbable that any remedial legislative action would stem from the 80th Congress as result of the investigations. Some were of the opinion that they had witnessed the landing of a Congressional "dud," but a few were still keeping their ears cocked for an explosion.

Acknowledges No Hearings

Senator Smith's office acknowledged that no more hearings are planned.

William Rogers, chief counsel of the Senate Investigating Committee, doubted "very much if there will be any more hearings before June 19."

During the hearings both NBC and the State Department had deplored the "divided responsibility" they shared. They felt it had resulted in a misunderstanding as to which should have checked the scripts. State Department officials also bemoaned insufficient Congressional grants to permit them to monitor all shortwave broadcasts. They admitted the department might have tried to do too much with too little. NBC pointed out that only isolated passages in six scripts of the thousands of "Voice" programs it had handled, on a non-profit basis, had been singled out for criticism.

Legislators, too, were drawing deep sighs of relief as hearings were terminated. Many observers were convinced that Congress may have been deceived by surface appearances without due consideration of all factors involved in international shortwave broadcasting. It was a source of embarrassment to investigators to learn that material considered objectionable to Americans was often in good taste in the Spanish idiom. Red faces resulted, also, from an explanation that grossly different connotations frequently crop up in the translation of Spanish to English and vice versa.

NBC Vice President Charles R. Denny told the committee that the network was engaging additional personnel to provide for an independent review of all foreign language spoken material.

State Department Plan

The State Department last week announced its plan for revising the system of control over foreign broadcasts to insure a higher standard of quality for "Voice" programs.

Under its tightened operations the State Department plans to expand its staff and to write and control all official news and commentaries transmitted to foreign countries.

Entertainment and special features, such as the highly inflammable *Know North America* series will be contracted for individually. These programs will be tailored to official patterns and will be carefully reviewed.

"We're giving top priority," Assistant Secretary of State George V. Allen announced, "to means of assuring adequate controls and a high standard of quality for all programs."

NAB President Justin Miller urged government subsidies in American international broadcasting to keep United States apace with other countries. His proposal was given during an address before the Kiwanis International Convention in Los Angeles June 8 (see story, page 28).

Sell Sets and Plug FM, Dealers Told by Bailey

THE summer season is no longer off season for sale of radio sets, Bill Bailey, FM Assn. executive director, told the City Dealers Meeting at Canton, Ohio last Thursday. The meeting was sponsored by WCMW, Canton FM outlet.

Big advertisers are continuing their popular shows during warm weather, instead of putting on "mediocre stop-gap programs," Mr. Bailey said, now that network programs are being carried on FM outlets of affiliates.

Dealers and stations were urged to advise listeners of the static-free service of FM outlets. He cited announcements used by Ben Strouse, manager of WWDC Washington, during broadcasts of baseball games. The announcements ran about like this, he said: "If you're listening to the game on WWDC, you're getting a lot of static. May we suggest that you tune to WWDC-FM and enjoy the rest of the game without static."

Result of this announcement, Mr. Bailey said, was that many customers went to dealers the next day to ask about FM sets.

FORRESTAL IS GIVEN STUDY ON SECURITY

A STAFF study on methods of guarding security information without invoking censorship practices has been presented to Secretary of Defense James V. Forrestal.

The interim report is not expected to precipitate any action affecting the radio industry or press, according to Capt. Robert J. Berry, aide to Mr. Forrestal. It is considered a forward step in Mr. Forrestal's announced intentions of cleaning the defense department's house first, Mr. Berry said.

Conferences between Secretary Forrestal and a press advisory council, appointed recently, are proving a satisfactory method of approaching problems of security, Mr. Berry explained.

TV CHANNELS

Allocations Hearing Postponed

FCC'S HEARING on the proposed amendment of rules allocating television channels to cities across the country was postponed last week by the Commission to June 29.

In view of the great number of briefs and comments filed at the May 28 deadline the Commission indicated more time would be desirable for preparation. The proceeding was to have begun June 14 [TELESTATUS REPORT, June 7].

Accordingly the Commission stated that although no new proposals of channel assignment changes would be accepted, it would receive until June 18 comments in opposition to or support of proposals already received. All engineering exhibits also were ordered in by June 18.

By last week more than 80 appearances, comments and proposals had been received relating to FCC's plan to modify its TV allocation so as to increase the number of available channel assignments. Involving amendment of Sec. 3.606 of FCC's rules, the proposal had been announced in early May [BROADCASTING, May 10]. Petitions for allocation changes filed before that time also are included.

To be heard by the Commission *en banc*, the proceeding starting June 29 is expected to continue at least for the rest of the week. FCC General Counsel Benedict P. Cottone is expected to be Commission counsel, assisted by Joseph N. Nelson and other Law Dept. members not yet announced.

Several interests last week had filed requests for acceptance of late appearance even before the Commission announced the postponement and extended the filing date for certain comments.

Opposition to the proposal of WTOP Washington to use Channel 12 (204-210 mc) in the Capital with directional array was presented by Radio-Television of Baltimore Inc., permittee of WAAM

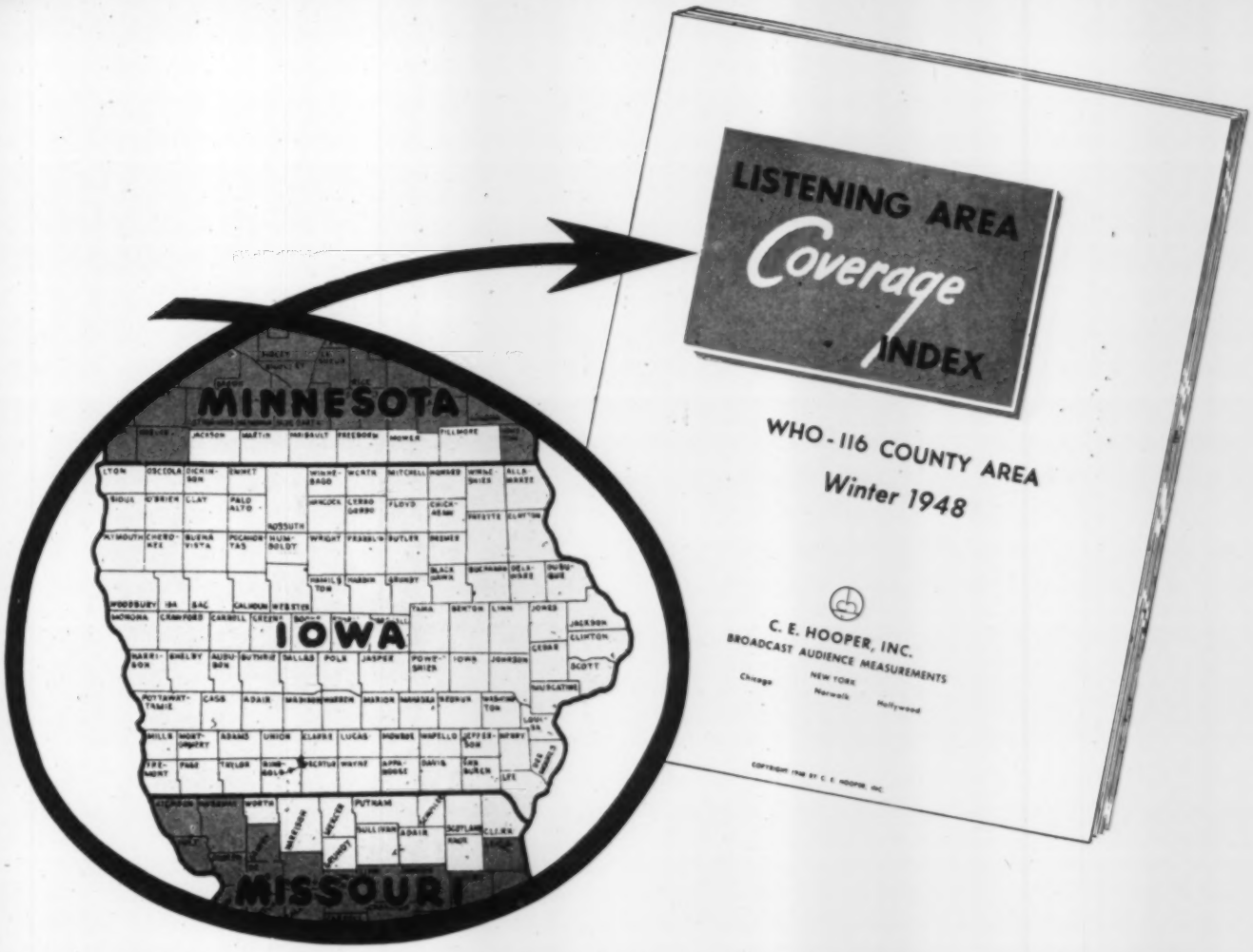
(*Continued on page 70*)

FCC MAY REPORT

FCC MONTHLY report for May shows that as of May 31 the status of broadcast station authorizations and applications was as follows:

	AM	FM	TV
Total authorized	2,028	1,035	102
On the air	1,820	543[1]	24
Licensed	1,678	129	7
Construction permits	350	790	95
Conditional grants	---	116	---
Total applications pending	1,415	510	294
Requests to change existing facilities	303	6	1
Requests for new stations	576	190	259
Deletion of permits in May	1	3	---
Deletion of licenses	---	---	---
Deletion of conditional grants	---	2	---

[1] Includes 23 conditional grants and 391 construction permits.



GET THIS NEW KIND OF HOOPER REPORT—

Showing Preferred Stations in This 116-County Area!

C. E. Hooper, Inc. has just released a Listening-Area Coverage Index giving the percentage of families who listen to every radio station heard in Iowa's 99 counties (plus 6 counties in Minnesota and 11 in Missouri).

Mail ballots were sent by C. E. Hooper, Inc. to a cross-section of homes in that 116-county area, asking "To what stations do you and your family listen *most frequently* or the *most time*?"

The results will amaze all advertisers *except* those who have experienced the enormous influence of WHO's "top-notch programming, outstanding public service". This new Hooper Survey *shows that WHO is "listened-to most frequently" by over three times more families than any other station—morning, afternoon, or night.*

Write for your copy today—or ask F & P!

WHO

+ *for* Iowa PLUS +

DES MOINES . . . 50,000 WATTS

Col. B. J. Palmer, President

P. A. Loyet, Resident Manager

FREE & PETERS, INC., National Representatives

Richmond's...

MAJOR INDUSTRY IS DEPRESSION PROOF!

RICHMOND, VA. PRODUCES OVER *100 BILLION* CIGARETTES ANNUALLY

. . . THIS BEING MORE THAN 1/3 THE NATIONAL OUTPUT!!

Come what may, people always buy cigarettes! Richmond, where cigarette manufacture is the major industry, is consequently never heavily affected by economic slumps!

During 1947 Richmond produced over 100 billion cigarettes. Every year this record output puts dollars into Richmond's wage earners' pockets! They have the constant power to buy your products all the time!

Richmond wage earners are faithful WRNL listeners. They rely on WRNL to tell them all about your goods and where to buy them.

IS YOUR PRODUCT ON WRNL?

WRNL

910 KILOCYCLES RICHMOND, VIRGINI

EDWARD PETRY & CO., INC.,
NATIONAL REPRESENTATIVES

TV BIDS

Eight More File With FCC

EIGHT applications for new commercial television stations were filed last week with FCC. Of the new applicants six are presently identified with standard station operations.

E. C. Lawson, rancher and oil producer, filed requests for Channel 8 (180-186 mc) at Wichita Falls, Tex., and Channel 10 (192-198 mc) at Tulsa, Okla.

Southwestern Pub. Co., chiefly owned by Donald W. Reynolds, licensee of KFSA Fort Smith, Ark., seeks Channel 9 (186-192 mc) at Oklahoma City. Applicant already has request pending for Tulsa [BROADCASTING, May 3].

New television applications and facilities requested:

Charleston, W. Va.—Charleston Television Inc., Channel 7 (174-180 mc), effective radiated power 26.5 kw visual, 14 kw aural, antenna height above average terrain 568 ft. Initial cost $201,290, first year operating cost $85,000, revenue undetermined. Principals: N. Joe Rahall, president and 25.64%; Dean F. Rahall, 15.38%; Clarence W. Meadows, vice president 12.82%; William T. Lively, secretary 12.82%; William T. Stone, treasurer 7.7%, and G. Lester Hash, director 25.64%. N. Joe and Dean F. Rahall are partners in WWNR Beckley, W. Va., and WKAP Allentown and WNAR Norristown, Pa. Messrs. Meadows, Lively and Stone are officers and part owners of WCAW Charleston and partners in WWYO Pineville, W. Va. Mr. Hash is part owner of WHGB Harrisburg, Pa.

Cumberland, Md.—The Tower Realty Co., Channel 2 (54-60 mc), 1 kw visual, 0.5 kw aural, antenna 1,487.3 ft. Initial cost $164,674, first year cost $25,000, revenue unknown. Tentative affiliation agreement has been made with CBS. Applicant is licensee WCUM Cumberland and is AM applicant at Baltimore. Firm also seeks FM in both cities.

Davenport, Iowa—Davenport Broadcasting Co., Channel 2 (54-60 mc), 1.625 kw visual, 0.8126 kw aural, antenna 236 ft. Initial cost $115,000, first year operating cost $75,000, revenue $93,600. Firm expects to sell six hours weekly at $300 per hour. Applicant is licensee of KSTT Davenport.

Jacksonville, Fla.—City of Jacksonville, Channel 2 (54-60 mc), 13 kw visual, 7.5 kw aural, antenna 501 ft. Initial cost $226,187.50, first year cost $150,000, revenue $50,000. City is licensee WJAX and permittee of WJAX-FM there.

Newport News, Va.—Hampton Roads Broadcasting Corp., Channel 7 (174-180 mc), 23.9 kw visual, 12.6 kw aural. Initial cost $187,460, first year cost $100,000, revenue $50,000. ABC affiliation is planned. Applicant is licensee WGH and permittee WGH-FM Newport News.

Oklahoma City—Southwestern Pub. Co., Channel 9 (186-192 mc), 29.52 kw visual, 14.9 kw aural, antenna 525 ft. Initial cost $247,052, first year cost $88,000, revenue $50,000. Majority owner is Donald W. Reynolds, licensee KFSA Fort Smith, Ark., and 50% owner WIKK Erie, Pa. Southwestern also is TV applicant at Tulsa.

Tulsa, Okla.—E. C. Lawson, doing business as Tulsa Television Co., Channel 10 (192-198 mc), 18.3 kw visual, 9.1 kw aural, antenna 498 ft. Initial cost $187,975, first year cost $100,000, revenue $75,000.

Wichita Falls, Tex.—E. C. Lawson, doing business as Wichita Falls Television Co., Channel 8 (180-186 mc), 2.72 kw visual, 1.36 kw aural, antenna 460 ft. Initial cost $126,500, first year operating cost $92,000, revenue $144,000.

WDSU Purchased By Stern and Family

NEGOTIATIONS for the sale of WDSU New Orleans to Edgar B. Stern Jr. and members of his family for $675,000 were completed last Thursday, subject to FCC approval. The sales price includes guaranteed net quick assets of $81,000.

Mr. Stern is the son of Edgar B. Stern, prominent New Orleans businessman, and the grandson of the late Julius Rosenwald, former Sears-Roebuck head. He is a World War II veteran, as is his brother, Philip M. Stern, who is associated with him in acquisition of the station. The purchase was negotiated in the name of International City Broadcasting Service.

WDSU, a 5-kw ABC affiliate on 1280 kc, is owned by E. A. Stephens, H. G. (Bud) Wall, and Fred Weber. The Stern family is applying for both AM and television stations in New Orleans but would give up these applications upon FCC approval of their acquisition of WDSU, which has a video grant.

The sales price is somewhat less than the estimated $750,000 total figure reportedly put on the station when William Spiegelberg, Wall Street broker, and associates negotiated for the purchase of Messrs. Stephens' and Wall's combined 77.5% interest a little more than a year ago. That transaction was never consummated.

The station is under the general managership of Mr. Weber, former general manager of Mutual, who has approximately 22.5% interest. Mr. Stephens, New Orleans automobile dealer and railroad executive, and long active in Louisiana political affairs, owns about 40%, and Mr. Wall, former president of WIBC Indianapolis and before that secretary of Fort Industry Co., has about 37.5%

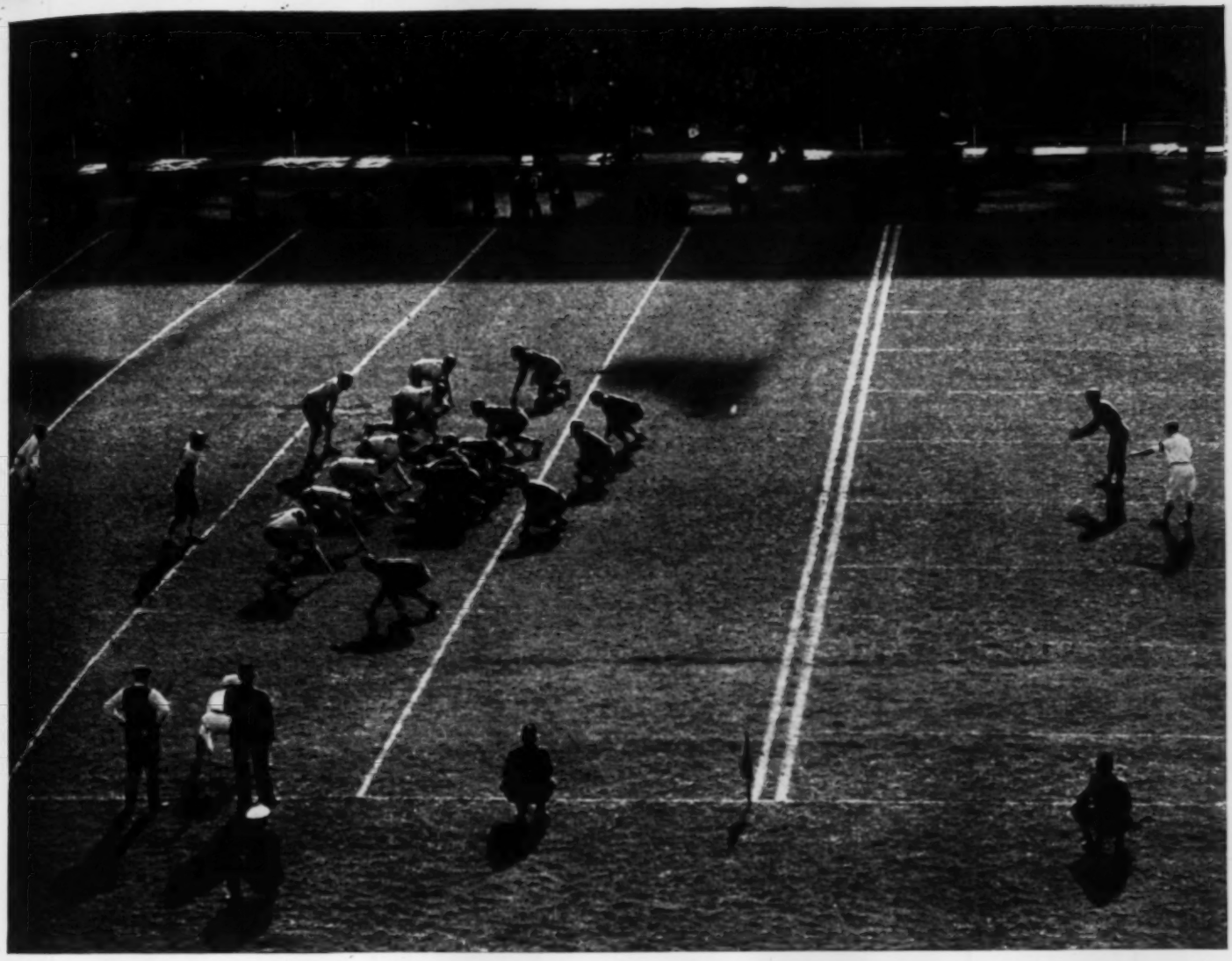
Mr. Weber is continuing as general manager pending FCC approval of the transfer and spokesmen said he probably will be retained in that capacity.

The Stern family's TV and AM applications are in the name of Mississippi Valley Broadcasting Co. The AM application is for 1060 kc with 10 kw day and 5 kw night.

The FCC transfer application is being prepared by the Washington law firms of Pierson & Ball for the Stern and Dempsey & Koplowitz for the present owners.

KSDJ Acquisition

CAPT. John A. Kennedy, West Virginia Network president, whose purchase of control of KSDJ San Diego from Clinton D. McKinnon was given FCC approval about six weeks ago [BROADCASTING, May 10], has not yet taken over control, spokesmen said last week. FCC has been asked to allow additional time in which to make the transfer effective. Howard L. Chernoff, managing director of the West Virginia Network, was incorrectly listed as KSDJ general manager in a story reporting the sale of his interests in WMOA Marietta, Ohio, to William G. Wells and Hugh M. P. Higgins last week [BROADCASTING, June 7].



Here's a TESTED PROMOTION for YOU!

Yes! This is a red-hot fall promotion idea that W-I-T-H used last year with wonderful results!

And we're letting you in on it for this coming football season. We're going to share our good fortune.

It's called GRAPH-O-GRID, the official type of scoring diagram for football fans. Listeners can chart every play of the game with these special diagrams.

One station in each town—and only one—can use this promotion. Act fast to get *exclusive* rights in your city. We must fill first orders first.

GRAPH-O-GRID will help you with your retail sponsors. It will take your salesmen into new prospects, it will increase time sales for you!

Write or wire Jake Embry or Tom Tinsley at W-I-T-H, Baltimore, for full details. Or call the Headley-Reed man.

W-I-T-H
AM Baltimore Maryland FM
Tom Tinsley, *President* • *Represented by* Headley-Reed

And now the HPL is o

June 14: Columbia's great 50,000-watt affiliate in the Pacific Northwest...KIRO, Seattle-Tacoma... becomes the eighth station to broadcast, live and locally, radio's most sales-effective participating program—"THE HOUSEWIVES' PROTECTIVE LEAGUE"

A GREAT STATION

You can go far on KIRO. With 50,000 watts on 710 kilocycles, KIRO carries "The Housewives' Protective League" throughout a territory with 442,000 radio families... 344,000 in the Pacific Northwest and 98,000 more living in western Canada (50-100% BMB Daytime Audience Area).

It's one of the largest markets in the West. And one of the richest. Its more-than-a-million people buy every kind of retail product to the tune of more than $1,600,000,000 every year —44% more retail sales per family than the nationwide average!

You can get more of these big spenders to buy more of your product by talking to them on the two KIRO "Housewives' Protective League" productions. On alternate days, your story will be part of KIRO's "Sunrise Salute" (6:00-6:55 a.m., Monday through Saturday). On other days, your product will be sold on KIRO's "Housewives' Protective League" (2:00-2:30 p.m. Monday through Friday and 10:00-10:30 a.m. Saturday).

A GREAT SALES VEHICLE

Don't take our word for it. Instead, take a tip from the 83 national spot advertisers listed on the right. For each has testified—in hard dollars and sense—that "The Housewives' Protective League" is a sales manager's dream come true.

Listeners have complete confidence in every word said about HPL-advertised merchandise. They know each product has been submitted to a rigid consumer test by "The HPL Testers' Bureau"... endorsed by this panel of housewives from the KIRO listening area... and awarded HPL approval.

s on KIRO!

And every word of every sales story commands attention. For sales messages are smoothly integrated into the format of "The Housewives' Protective League-Sunrise Salute" combination: adlibbed casual conversation by a man who talks with equal ease about everything from the Lewis & Clark Expedition to a story about your product that makes listeners buy and buy and buy!

For more information about radio's most sales-effective participating program—on KIRO—or on any of the seven other CBS stations carrying "The Housewives' Protective League" productions—get directly in touch with the stations, their national spot representatives, or...

"THE HOUSEWIVES' PROTECTIVE LEAGUE"

"The program that sponsors the product"

A Division of CBS • Columbia Square, Hollywood

HPL MARKETS: *Los Angeles (50,000-watt KNX)...Chicago (50,000-watt WBBM)...St. Louis (50,000-watt KMOX)... San Francisco (5,000-watt KQW)...New York (50,000-watt WCBS)...Washington, D. C. (50,000-watt WTOP)...Minneapolis-St. Paul (50,000-watt WCCO)...and now Seattle (50,000-watt KIRO)...and more great markets and more great stations to be announced later in the year.*

THESE 83 NATIONAL SPOT ADVERTISERS SPONSORED "THE HOUSEWIVES' PROTECTIVE LEAGUE" PROGRAMS DURING THE PAST TWELVE MONTHS:

American Packing Co. (Sunrise Meats)
Ballard and Ballard Co. (Ballard Oven-Ready Biscuits)
Beatrice Foods Co. (Meadow Gold Butter and other products)
Beltone Hearing Aid Co. (Hearing Aid)
Birds Eye Snider Inc. (Birds Eye Frozen Foods and Snider's Catsup)
Book-of-the-Month Club
Blue Moon Foods, Inc. (Cheese)
Bordo Products Co. (Citrus Juices)
E. L. Bruce Co. Inc. (Bruce Floor Cleaner)
Cadillac Publishing Co. (Complete Home Decorator—book)
California Almond Growers Exchange (Diamond Almonds)
California Fig Institute (California Figs)
California Prune and Apricot Growers' Ass'n (Sunsweet Prunes)
California Spray Chemical Corporation (Insecticides)
California Walnut Growers' Association (Diamond Brand Walnuts)
Clean Home Products Inc. (Apex Insecticides)
Comfort Mfg. Co. (Craig-Martin Toothpaste)
Commander-Larabee Milling Co. (Airy Fairy Cake Mix)
Consolidated Dairy Products Co. (Darigold Cheese)
G. N. Coughlan Co. (Chimney Sweep)
Curtis Publishing Co. (Holiday)
D'Arrigo Bros. Company (Andy Boy Broccoli)
L. DeMartini Co. Inc. (Roasted and Salted Mixed Nuts)
Doubleday and Co. Inc. (Book League of America)
August E. Drucker Co. (Revelation Tooth Powder)
Durex Blade Co. Inc. (Durex Razor Blades)
Ekco Products Co. (Ekco Pressure Cooker)
Electric Household Utilities Corp. (Thor Washing Machines)
Frito Company (Fritos)
General Foods Corporation (La Franco)
General Petroleum Corporation of California (Tavern Waxes)
Golden State Co. Ltd. (Golden-V Vitamin Milk)
B. F. Goodrich Co. (Tractor Tires)
Hills Brothers Co. (Dromedary Gingerbread)
Hubinger Co. (Quick Elastic Starch)
Inland Rubber Corporation (Tires)
Juice Industries Inc. (Sunfilled Whole Orange Juice)
Kerr Glass Manufacturing Corporation (Canning Supplies)
Kretschmer Co. (Happy Harvest Wheat Germ)
Lan-O-Sheen Inc. (Cleaner)
Lindsay Ripe Olive Co. Inc. (Olives)
Lite Soap Co. (Lite Cleanser)
London Specialties Co. (Attachment Button Holes)
Los Angeles Soap Co. (Merrill's Rich Suds)
Maggi Co. Inc. (Maggi Bouillon Cubes)
Manhattan Soap Co., Inc. (Blu-White)
Marlin Firearms Co. (Marlin Razor Blades)
Michigan Chemical Corp. (Pestmaster Products)
Michigan Mushroom Co. (Dawn Fresh Mushroom Products)
Mickleberry Food Products (Mickleberry Meat Products)
Louis Milani Foods Inc. (1890 French Dressing)
Nash-Underwood Co. (Donald Duck Peanut Butter)
National Biscuit Co. (Shredded Wheat)
National Carbon Co. Inc. (Krone)
O'Brien's of California Inc. (Candy)
Omnibook Inc. (Magazine)
Orr Felt and Blanket Co. (Orr Blankets)
Park and Tilford (Tintex)
Payne Furnace Co. (Furnace Sales and Service)
Peer Food Products Co. (Peer Brand Pie Dough)
Perfex Co. (Perfex All-Purpose Cleaner)
Perk Foods Co. (Perk Dog Food)
Pomona Products Co. (New West Raw Apple Juice)
Poultry Tribune (Magazine)
Radbill Oil Co. (Renuzit)
Rand, McNally and Co. (Institutional)
Samuel Goldwyn Productions Inc.
Schulze and Burch Biscuit Co. (Biscuits)
Shotwell Mfg. Co. (Hi Mac Candy Bars)
Sioux Honey Ass'n (Clover Maid Honey)
Smith Bulbs (Tulip Bulbs)
Soil-Off Manufacturing Co. (Soil-Off)
Southern California Citrus Foods (Real Gold Lemon, Orange Base)
Special Foods Co. (Jays Potato Chips)
A. E. Staley Mfg. Co. (Cream Corn Starch, Sta-Flo Liquid Starch)
Standard Brands Inc. (Royal Puddings)
Stewart and Ashby Coffee Co. (Coffee)
Sweets Co. of America (Tootsie Fudge Mix)
F. G. Vogt and Sons, Inc. (Philadelphia Scrapple)
Wander Company (Ovaltine)
Ward Baking Co. (Tip Top Bread)
Washington Cooperative Farmers Ass'n
Western Stationery Co. (Ball Point Pens)

CLEARS

Super-Power Decisions Awaited

THE WAY was ostensibly cleared last week for an early FCC decision on the perennial and always controversial question of clear channels and power above 50 kw—on the clear-channel question, anyway.

The Senate Interstate & Foreign Commerce Committee, which asked in late February that the decision be held up [BROADCASTING, March 1], freed the Commission by withdrawing the instructions.

The Commission was on the verge of deciding the case after three years of study and hearings when the committee sent its February letter. The letter noted that Sen. Edwin C. Johnson (D-Colo.) had introduced a bill to break down the clears and keep the power ceiling at 50 kw (S-2231) and asked that FCC bide its time pending Congressional hearings.

With the hearings over, though the bill has not been reported out of Committee and presumably will not be, the committee in executive session last Wednesday voted to notify FCC that it was "withdrawing its letter . . . in which was discussed the matter of super-power and clear channels."

Despite withdrawal of the instructions, the Commission was not relieved of all Congressional inhibitions. For in the only formal action it has taken with respect to the issues of the clear-channel proceeding—the revised White Bill (S-1333), which was reported favorably to the Senate on a 9-to-4 vote (story page 21)—the committee went on record opposing the use of power above 50 kw until higher power is agreed upon in some North American international agreement.

Power in excess of the present 50-kw limitation is a key factor of the clear-channel question to the independent clear-channel stations, which through the Clear Channel Broadcasting Service are urging the use of some 20 750-kw stations as the only satisfactory solution to the nation's radio coverage problem.

The committee report said:

The committee believes that there is much to be said for both views that are held with respect to super-power and the operation of clear channels. The Commission has before it for determination the so-called clear-channel case, involving both the question of whether grants of power in excess of 50 kw should be made and whether any clear channels should be duplicated. That decision has been held in abeyance as a result of the introduction of S-2231 and the hearings held on that measure.

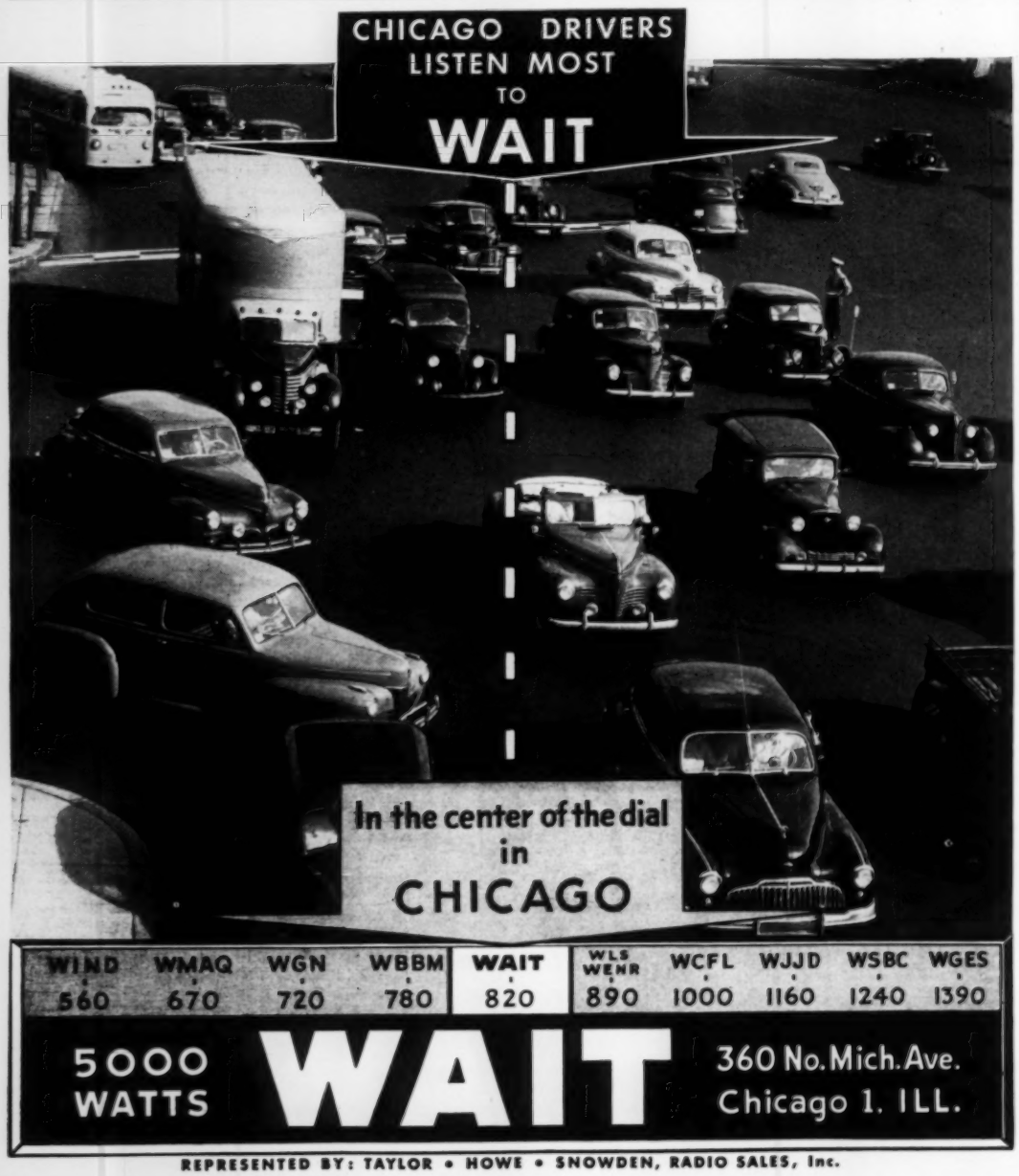
The amendment here recommended [by its terms [no power above 50 kw unless authorized by international agreement], would in no way interfere with the orderly procedures of the Commission in making decisions with respect to clear channels nor would it in any way change the Commission's present policy of limiting power to 50 kw. It would merely preserve the status quo on these questions at least until approximately September 1950, at which time a new North American Regional Broadcasting Agreement is due to be negotiated . . . At that time, it is hoped that the question of power can be equitably settled among all of the signatories so that the use of power for radio stations will be uniform and fair among the countries of North America.

The committee believes that the amendment here recommended is the fairest method of handling the present situation because it preserves the status quo without damage to any radio station licensee and is in the best interest of the radio-using public.

Committee Letter

The Committee's letter, addressed to FCC Chairman Wayne Coy and signed by Committee Chairman Wallace H. White Jr. (R-Me.), called attention to the favorable report of the White Bill. Dated June 9, it said:

In view of the fact that the Committee on Interstate & Foreign Commerce today voted to favorably report the bill, S-1333, dealing with various amendments to the Communications Act of 1934, as amended, the Committee voted to instruct me, as chairman, to advise you that the Committee is hereby withdrawing its letter of Feb. 27, 1948, addressed to you as chairman of the FCC, in which was discussed the matter of super-power and clear channels.



REPRESENTED BY: TAYLOR • HOWE • SNOWDEN, RADIO SALES, Inc.

Personal Income Up $1.4 Billion

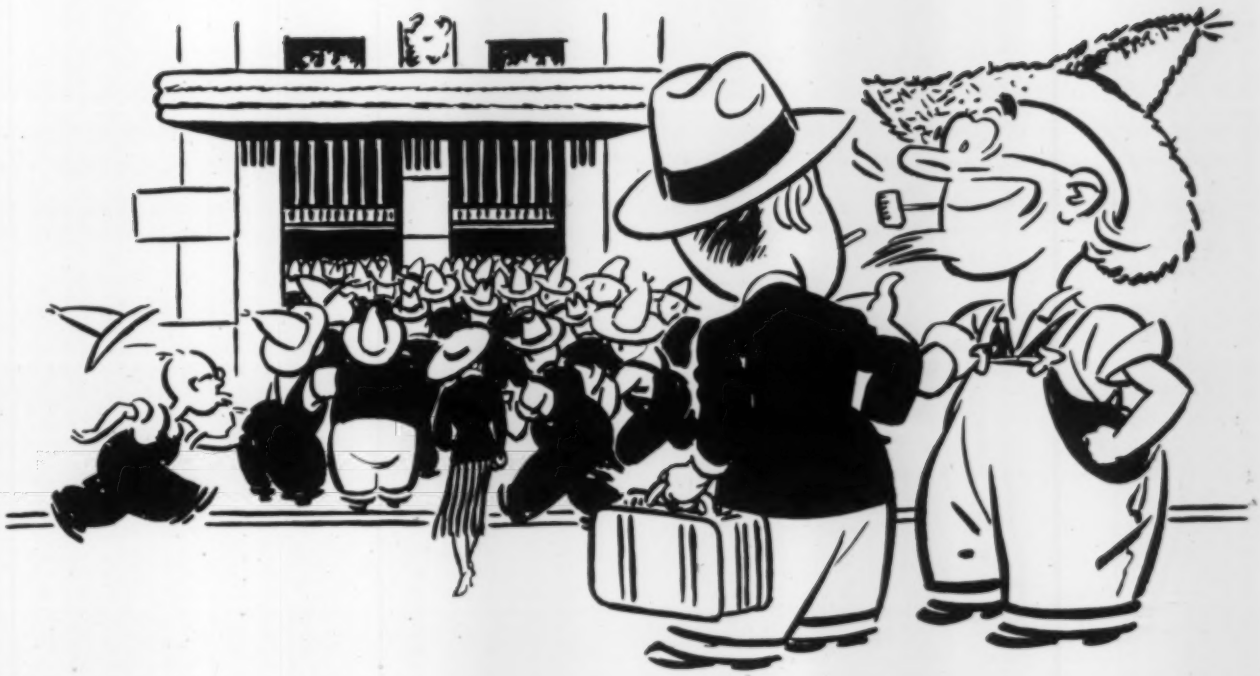
PERSONAL income increased to an annual rate of $209,100,000,000 in April, according to an announcement by the Office of Business Economics of the Department of Commerce June 10. April income figures were up $1,400,000,000 from the previous month.

During the first four months of 1948 personal income was at an annual rate of $209,000,000,000, as compared with $206,000,000,000 in the fourth quarter of 1947, and an average annual rate of $197,000,000,000 for the full year of 1947.

Increased farm income was responsible for most of the gain, which was partially offset by an April decline—the third consecutive month—in aggregate wage and salary disbursements. April's decline brought disbursements to the lowest level since last November. This decline was centered in manufacturing, the department said, and resulted in part from labor-management disputes and material shortages which curtailed employment and reduced the number of hours worked.

The personal-income estimates include wage and salary receipts, net income of proprietors (farm and nonfarm), dividends and interest, net rents received by landlords and other types of individual income.

IT'S THE HOG CROP JUST PAID OFF!



DO you think of the Red River Valley as one sea of wheat, and nothing else (except maybe WDAY)? Well, it *ain't!*

We got hawgs, corn, cattle, poultry—a diverse farm output that makes our 172,600 families richer than all outdoors. Our area's retail sales, for instance, are .458% of the U. S. total, as against .117% for the parts of North Dakota we *don't* cover!

And WDAY just about sets the U. S. record for popularity within its area, too. Most families hardly ever tune to any other station. May we send you the *facts?*

WDAY

FARGO, N. D.

FREE & PETERS, INC. Exclusive National Representatives ● NBC ● 970 KILOCYCLES ● 5000 WATTS

E. K. HARTENBOWER (l), KCMO Kansas City, general manager, smiles as Vincent DeCoursey's name goes on the line for sponsorship of news program by DeCoursey Ice Cream Co.

SINGING SHERIFF Cliff Warren (r) of KTSA San Antonio, receives membership in Sheriff's Mounted Posse of Bexar County from Capt. Jack Sellers (l) and D. D. Bourland.

PEACE SIGN after So. Calif. AAAA meeting is made by (l to r) Alfred Rooney, Lennen & Mitchell; Cal Smith, KFAC Los Angeles manager; Sydney Gaynor, Don Lee sales manager.

PRIZE in WPIT Pittsburgh first birthday contest, RCA radio-phonograph combination, is admired by winner, Mrs. A. Van Dine and WPIT General Manager Jack Merdian.

CHICAGO Federated Ad Clubs present NBC and Judith Waller, director of public affairs and education, Central Division, with awards for "World's Great Novels" and "It's Our Turn" programs. L to r.: John McPartlin, NBC TV; Ed Cunningham, NBC Spot Sales; David Lasley, NBC promotion; William White, Ad Clubs president; Miss Waller; David Kimble, NBC promotion; Harold Smith, WMAQ Chicago promotion.

FIRST BIRTHDAY of KATL Houston is cake-cutting occasion for General Manager King H. Robinson. Since "Cattle" started, three more independents have been born, giving Houson total of eight stations.

RAY CUMBER (r) presents portrait of Buffalo Bill Cody to John Alexander, general manager KODY North Platte, Neb. KODY is located on original Cody Ranch.

FOUND in shuffle of Los Angeles NAB pictures was this one of three chairmen: Lewis Allen Weiss, MBS chairman and Don Lee head; FCC's Wayne Coy, and NAB's Justin Miller.

W. R. HUBER (l), Gulf Oil Corp., enters CBS Playhouse with Tex and Jinx McCrary for first simultaneous TV-radio broadcast of "We The People" [BROADCASTING, June 7].

FIRST NIGHTERS at premiere of CBS TV series, "Presidential Timber" (l to r): CBS President Frank Stanton; Sigurd Larmon, president, Young & Rubicam; Raymond Rubicam, co-founder of the advertising agency.

LAST LINK of WTVR Richmond-NBC coaxial cable is unwound by (l to r) E. B. Lyford, NBC station relations; Wilbur Havens, WTVR manager; Charles Bevis, NBC station relations; Wilfred Wood, WTRV engineer.

TEEN CANTEEN... Serial variety show with Danny Webb and Kathleen Norris ... every Tuesday night from 7:05 to 7:30.

CABARABIAN NIGHTS... Celebrity interviews by Danton Walker, star acts from Versailles Restaurant... half hour weekly.

GLORIA SWANSON HOUR... Fashions, homemaking, interviews... four fifteen minute periods... Wed., 4:05 to 5:00 p. m.

NEWS ON THE HOUR... Bulletins, stills, maps, charts, graphs and live interviews ... 5 minutes daily, at 4:00, 7:00, 9:00 p. m.

With a wide variety of all types of programs . . . the latest news, drama, sports, celebrity interviews, Broadway, night clubs, beauty, etiquette, homemaking, features for children... public service, religion for all creeds ... WPIX will present the finest in television, the best in entertainment, interesting and informative features... attractions which make more sales and prestige, create comment and conversational currency for advertisers.

Programs now available for sponsorship and syndication present a unique opportunity ... are franchises of growing value in a growing medium! For all the facts, phone, wire or write

WPIX • 220 E. 42nd St., New York City
or WPIX representatives outside New York.
Free & Peters, 444 Madison Ave., N. Y. C.

WSB-TV ATLANTA SETS FALL STARTING DATE

WSB-TV Atlanta will begin telecasting test patterns about Aug. 22 and expects to be on the air by the end of September, according to John M. Outler Jr., WSB general manager. The Atlanta Journal Co.'s TV outlet, which will operate on Channel 8 (180-186 mc), will offer approximately 20 hours of programming weekly, Mr. Outler said.

The WSB-TV transmitter is at Peachtree St. and Beverly Rd., Atlanta. Transmitter and studio building will be completed in the near future, and erection of station's 590-ft. tower "will be completed on schedule," according to the WSB management.

NBC Television will provide network TV programming for WSB-TV, and the station will present news, sports, film productions and remote control pickups of special events, Mr. Outler said.

TELE-TRANSCRIPTION

DuMont Plans New Service

THE CREATION of a new department of the DuMont Television Network to handle the promotion and sale of Tele-transcriptions of Du Mont's live programs to stations throughout the country was announced last week by Lawrence Phillips, director of the network, which he said is now ready to distribute such programs and to accept stations as Tele-transcription affiliates.

Edward Carroll, former director of radio and television for Hanly, Hicks & Montgomery, New York, will head the new department, Mr. Phillips said. Tele-transcriptions are transcriptions of live programs, recorded on film from the face of a receiver tube while the live broadcast is in progress.

Pointing to programming as the "most serious single problem confronting the local TV station," Mr. Phillips said, "stations can offer shows specifically designed for television and having the atmosphere and quality of immediacy which means so much to the television audience. The experience and know-how acquired by DuMont is now available through Tele-transcription."

A graduate of New York U. and the Coast Guard Academy, Mr. Carrol served as a lieutenant in the Coast Guard during the war. Before joining Hanly, Hicks & Montgomery, he had been in the radio department of Roche, Williams & Cleary and a program director of ABC. At DuMont he will be assisted by Robert Wolfe. Harry Milholland will be in charge of the technical operations of the Tele-transcription department.

WHEN IT'S AN EXIDE . . . YOU START*

This phrase is a natural for **WHHM.**

When you use **WHHM**, it starts selling.

We don't believe we're trying to cover too much territory by that statement for customer after customer tells us that the register rings when **WHHM** is used.

What does **WHHM** have that does this happy work?

MORE LISTENERS PER DOLLAR IN MEMPHIS

WHHM

Starts Sales To Clicking

MEMPHIS, TENNESSEE

*** An Exide Battery Started Us Off on this one**

PATT McDONALD, general manager

FORJOE & CO., representatives

Ford TV Campaign

SPECIAL television preview of 1949 Ford car was held June 9, 6:15-7 p.m., on WCBS-TV, N. Y., prior to exhibit's opening June 10 in Waldorf-Astoria Hotel. Starting June 18 WABD, WCBS-TV and WNBT, all New York, and WRGB Schenectady will televise series of one minute spots on behalf of the new car, sponsored by Edgewater Dealers Assn. Dealers also begin sponsorship today, (June 14), of intensive five-day spot radio campaign on 18 stations in 17 cities in the area. Agency, J. Walter Thompson.

LOUIS-WALCOTT WIN COVERAGE SKIRMISH

DESPITE early protests by the Republican party that whatever brawls develop at its Philadelphia convention will surpass in public interest any slugging match between two professional fighters the Joe Louis-Jersey Joe Walcott championship bout June 23 will be broadcast by ABC on its sound radio network and by NBC on its television chain.

Gillette Safety Razor Co. through Maxon Inc., will sponsor the fight broadcast and telecast. ABC will carry the broadcast in the U. S. and feed it to the Dominion Network of the Canadian Broadcasting Corp. and the Alaska Broadcasting System of four stations.

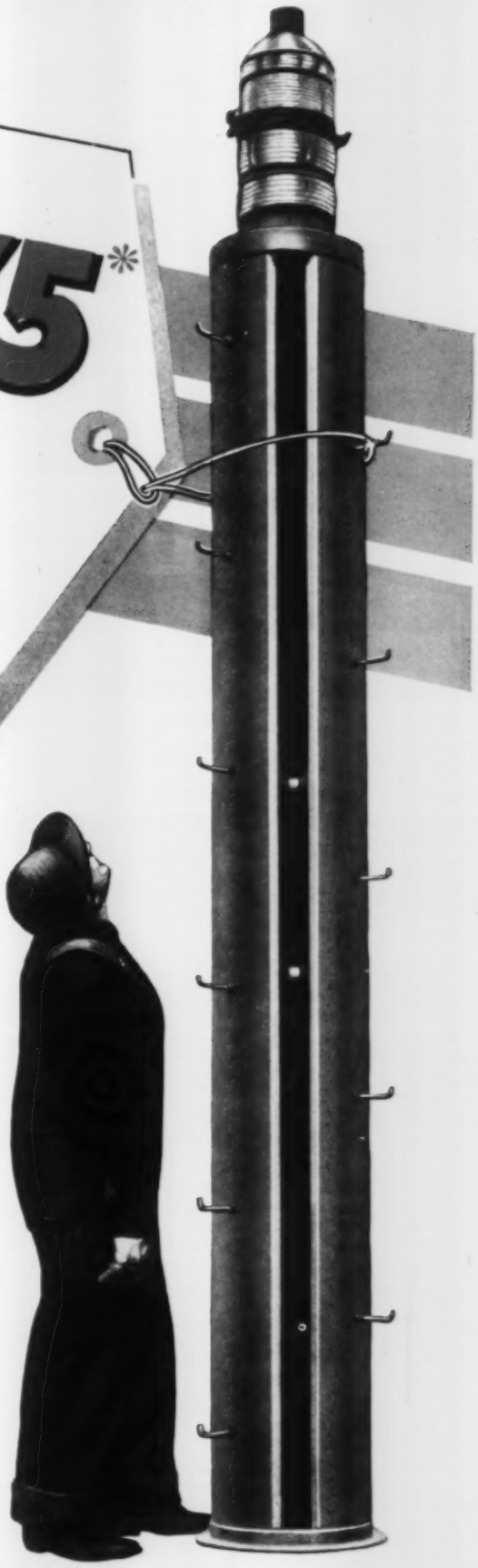
The NBC television network will also carry the fight, leaving its on-the-spot coverage of the coincidental Republican convention to do so. During the telecast of the fight, however, NBC will make kinescope recordings of the convention. These, edited, will be shown on the television network immediately after the fight so that television viewers will not miss highlights of the convention which occurred while they were watching Messrs. Louis and Walcott pummel each other.

The Republican party several weeks ago objected to the proposal that the networks carry anything but its antics the awful night of June 23.

KLZ Program Praised

SEN. EDWIN C. JOHNSON (D-Col.), speaking before the Senate June 8, commended the work of KLZ Denver on its production of *Knave of Hearts*. Program, produced with the cooperation of Dr. John S. Bouslog, president, Colorado State Medical Society, deals with heart diseases. Time on Sunday night was made available and Sen. Johnson reports that "considerable sums of money in many forms of paid advertising" were used to call attention to the program.

Only $475* for this RCA PYLON



Designed to handle up to 3 kw. . . . with a power gain of 1.5, this Low-Power Pylon is your answer for a versatile FM antenna that is inexpensive. It is well-suited as the permanent antenna for a low-power station. It is ideal for interim service—gets you on the air until your high-power antenna is installed. *It's an excellent stand-by.*

To install this RCA Pylon, simply bolt the mounting flanges to your station building, tower or other chosen structure—and you're set to go. No guys to hang. No appendages to brace. No tuning adjustments to make.

RCA Low-Power Pylons are available in two models. Type BF-21A—weighing only 376 pounds, is designed for 88-97 Mc service. Type BF-21B—weighing only 312 pounds, is designed for 97-108 Mc service. Both models are complete with transmission-line harness, fittings, mounting flanges, and hardware—and with mounting provision for the standard 300-mm code beacon.

Your Low-Power FM Pylon is ready for immediate delivery. Order it from your RCA Broadcast Sales Engineer . . . or from Dept. 19-FB.

**Price complete, less 300-mm code beacon.*

The RCA Low-Power FM Pylon.
Antenna simplicity itself!

BROADCAST EQUIPMENT
RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

Pearson Story Denied

WILLIAM S. PALEY, chairman of the board of CBS, last week denied reports made June 6 over ABC by Drew Pearson that Gen. Eisenhower had met privately in Mr. Paley's home at Manhasset, Long Island, with "prominent Republicans." Mr. Pearson had identified them as John D. Rockefeller Jr., Jock Whitney and Thomas J. Watson, president of International Business Machines. Mr. Paley said, "There is absolutely no foundation for this statement. No such meeting was held. I am at a loss to account for its origin or its purpose."

AWB MEETING

1st District Session Held in Boston

JAMES L. CADDIGAN, manager, Program and Planning Division, Du Mont Television Network, spoke in Boston June 4 at a dinner meeting of Assn. of Women Broadcasters, 1st District. He warned them to think visually in their approach to television and illustrated his talk with Tele-transcriptions, film made directly from the video tube (see story page 40).

Other speakers were Harold E. Fellows, WEEI Boston, NAB 1st District director, and Paul Morency, WTIC Hartford, NAB director-at-large.

Fay Clark, WBRY Waterbury, Conn., 1st District chairman, presided at all sessions. She introduced Pat Griffith, director, women's activities, NAB; Ruth Crane, WMAL, WMAL-TV Washington, AWB president; and Nell Daugherty, WSTC Stamford, Conn., AWB secretary.

Miss Griffith explained the present organization of the NAB composed of a membership of 2,006 American stations and the relation of the AWB to its parent organization, the NAB.

Miss Crane gave a report on national activities with emphasis on the proposed reorganization of AWB by the Constitution and By-laws Committee.

The following state chairmen gave reports: Una King, WTHT Hartford, Conn.; Helen Hope, WHYN Holyoke, Mass.; Claire Wood, WJAR Providence, R. I.; Dorothy Campbell, WGAN Portland, Me.; Julie Blake, WMUR Manchester, N. H.; and Jo Ann Walkover, WJOY Burlington, Vt.

These were followed by a report from Phyllis Doherty, Yankee Network, publicity chairman; Agnes Gibbs, of WCSH Portland, Me., 1st District secretary, and Dorothy Fuller, WBET Brockton, Mass., treasurer.

Members attending the conference were reported to be enthusiastic in their praise of the panel discussions which gave practical tips which could be used in their own programs on stations from Maine to Connecticut. They were followed by lively question periods.

June 4 discussion was "Women Grow in Daily Radio" with Mildred Stanton, manager, WORC Worcester, Mass., as moderator.

Participants were: Ida Burbank on "Radio Backstage"; Una King on "Forum Type of Program"; Julie Chase, WTAG Worcester, Mass., "The Woman's Program"; Priscilla Fortescue, WEEI Boston, Mass., on "The Interview"; Dorothy S. Towle, WHEB Portsmouth, N. H., "Home Economist"; and Agnes Gibbs, "Farm Extension Program."

June 5 morning business meeting was held at WNAC, key station of Yankee Network, with A. N. Armstrong Jr., commercial manager of WCOP Boston, and counsellor to AWB, 1st District, presiding as moderator of a panel discussion on "Women in Radio Sales."

Panel Participants

Participants were: Constance Stackpole, WEEI Boston; Claire Crawford, WNAC Boston; Etta Bartley, WORC Worcester; Bertha Bannan, station representative; and Jeanne Ambuter, radio director of Alley & Richards Co., Boston.

The following recommendation was favorably voted on by the group June 5 after the question period on sales:

"It is the expression of opinion of the 1st District inasmuch as a Constitution and By-laws Committee has been appointed that steps be taken to formalize the organization of AWB according to the organization of NAB so that there will be no national officers other than the Director of Women's Activities who will be the active head and that the elected district chairmen constitute the membership of the AWB Board of Directors."

THIS MAN

Is One Of The Best Customers You Can Possibly Have

THIS MAN is a Kansas farmer. His standards of living are as up-to-the-minute as any city dweller. In fact, his family often enjoys *more* of the newest conveniences and luxuries because *his* income is far higher than the average wage earner or salaried man.

THIS MAN—and thousands like him—have one important thing in common. They're all regular WIBW listeners because WIBW programs best serve his interests and those of his entire family. Make these First Families of Agriculture *your* customers by using the station they themselves most prefer—WIBW.

Serving the ***First Families of Agriculture***

WIBW Topeka KANSAS WIBW-FM

CBS

BEN LUDY
Gen. Mgr.
WIBW-KCKN

Rep.: CAPPER PUBLICATIONS, Inc.

AD Budget Curtailed

COLUMBIA RECORDS has curtailed its popular disc advertising budget, and closed its Kings Mill, Ohio, plant as a result of the general slump in recording sales.

Columbia also has canceled its entire popular disc jockey service. The money thus conserved may be tied up with fall plans for whatever preparations the company will then have to promote its records.

WROW Albany, has opened studios in Administration Bldg. of Menands Regional Market, outside Albany, where at least one farm program a day will originate.

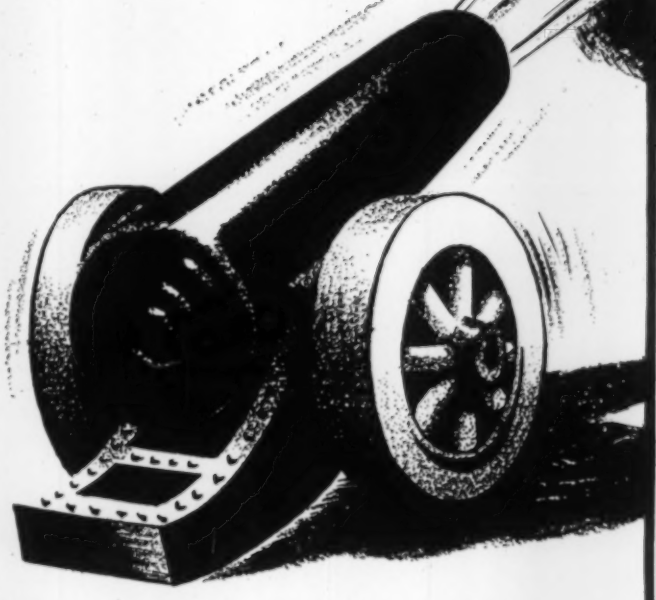
Super Hoopers!

Morning 55.6

Afternoon 44.9

Sunday Afternoon 39.6

Evening 30.3



HOOPER STATION LISTENING INDEX

FORT WAYNE, IND., CITY ZONE • FEBRUARY—MARCH 1948

	Sets-in-use	WOWO	A	B	C	D	E	FM and others
Weekday Mornings	24.2	55.6	4.9	15.3	8.6	9.3	5.6	0.7
Weekday Afternoons	25.6	44.9	2.7	24.0	6.8	12.5	8.3	1.1
Weekday Evenings	38.9	30.3	off air	35.2	7.5	17.9	8.1	1.0
Sunday Afternoons	29.6	39.6	5.4	22.3	4.2	19.0	7.3	2.6

WOWO has the listeners!

WOWO's listenership in the Fort Wayne city zone—showing up stronger in index after index—is reflected throughout a 59-county area in the heart of the rich Midwest. Population of this area, 16% *up* since 1940, now totals more than 2,200,000. Farm income alone exceeds $588,000,000.

WOWO has the market!

WOWO's 59 counties chalk up a gross income of more than $2.6 billion. Retail sales account for almost $1.7 billion, according to Dun and Bradstreet. For example, 4,974 food stores sell $405 million worth of victuals, and 426 drug stores sell almost $50 million worth of pharmaceuticals, tobaccos, sundries, and sodas. Yes, when you tell your story over WOWO, you're reaching a market with top-drawer purchasing power. Ask our national representatives for details.

WOWO

INDIANA'S MOST POWERFUL STATION

•

THE ABC AFFILIATE IN FORT WAYNE

Westinghouse Radio Stations Inc

KYW • KDKA • KEX • WBZ • WBZA • WOWO

National Representatives NBC Spot Sales — Except for KEX • For KEX, Free & Peters

Group in Alabama Oppose NAB Code

Small Market Stations of State Adopt Resolution

RESOLUTION opposing commercial limits in the NAB Standards of Practice was adopted at the recent meeting of small market stations in Alabama [BROADCASTING, June 7], according to Hugh L. Webb, WKLF Clanton. Mr. Webb was elected temporary chairman of a new group known as Small Market Stations of Alabama.

Mr. Webb said the SMSA felt that stations endorsing the resolution would drop out of NAB on the ground that NAB "overstepped their bounds in railroading this new code at the last convention."

SMSA will meet in three months at Demopolis, Ala., for election of permanent officers and continuation of organizational developments, he added.

NAB said last week it had received no Alabama resignations.

The resolution adopted unanimously by SMSA, Mr. Webb told BROADCASTING, was as follows:

Whereas we feel that radio has done a fair job of cooperation with the sponsors of commercial programs in putting on commercial programs that are attractive to listeners and

Whereas we feel that the commercial programs have been satisfactory with all advertisers and listeners and

Whereas we feel that all sponsors should be given due commercial time on all programs they sponsor and

Whereas we feel the radio industry has done a job for the listeners, the advertiser and public service, yet criticism has been leveled at them by different groups, therefore

Be it resolved that this group, the Small Market Stations of Alabama, shall go on record as being opposed to limitations of commercial time as set forth in the new NAB code.

Be it further resolved that where the radio stations have contributed such magnificent job in the public information programs, we feel that these accusations against radio commercializing are entirely unfounded, and should be discounted by the radio stations as a whole.

Bachelor's Lion

SHOCKED civic leaders arched their eyebrows when Abe Redmond, manager of WHP Harrisburg, Pa., started passing out cigars last week. Mr. Redmond, a bachelor, hastily explained he had been named a godfather of one of four lion cubs born to "Dolly" of the Shrine Circus act. Lion Trainer Dick Clements had named Mr. Redmond, Pete Wombach of WKBO Harrisburg and Dane Wirt, *Patriot-News* reporter, god-fathers during a cage ceremony with the new litter at a circus matinee.

1948! and it's bigger audiences* than ever for Buffalo's first station

CBS WGR 550

*That's what Hooper says

Leo. J. ("Fitz") Fitzpatrick
I. R. ("Ike") Lounsberry

WGR BROADCASTING CORPORATION
RAND BUILDING BUFFALO 3, N. Y.
National Representatives: Free & Peters, Inc.

Farms' Population Below Prewar Point

January 1948 Figure Reported Over 27 Millions

FARM population has not yet regained its prewar level despite an increase since 1945, according to a joint survey by the U. S. Census Bureau and Bureau of Agricultural Economics.

Farm population in January 1948 was estimated at 27,439,000, about 2,249,000 above the 1945 figure, it was found,, but below the 30,546,911 in April 1940 as shown by the decennial census. (Farm population normally is seasonally lower in January than in April.)

Most of the decline in farm population since 1940 occurred in the age groups under 25, the 14-19 and 20-24 group each declining about 22% and the group under 14 about 7% or about the same as the total farm population. Older age groups remained about the same.

Proportions of children and of youths and adults on farms in 1947 were not much different from those in 1940. In each case about 30% of the population was under 14; in the remaining 70% there was a slightly higher ratio of elderly persons and slightly lower ratio of young adults than in 1940.

A sharp decline was found in the number of men living on farms who were employed in agriculture, only partially offset by a large gain in the number of women on farms who were in agricultural employment.

Expansion of farm production during and after the war is ascribed to better use of the labor supply and increasing mechanization of farm work.

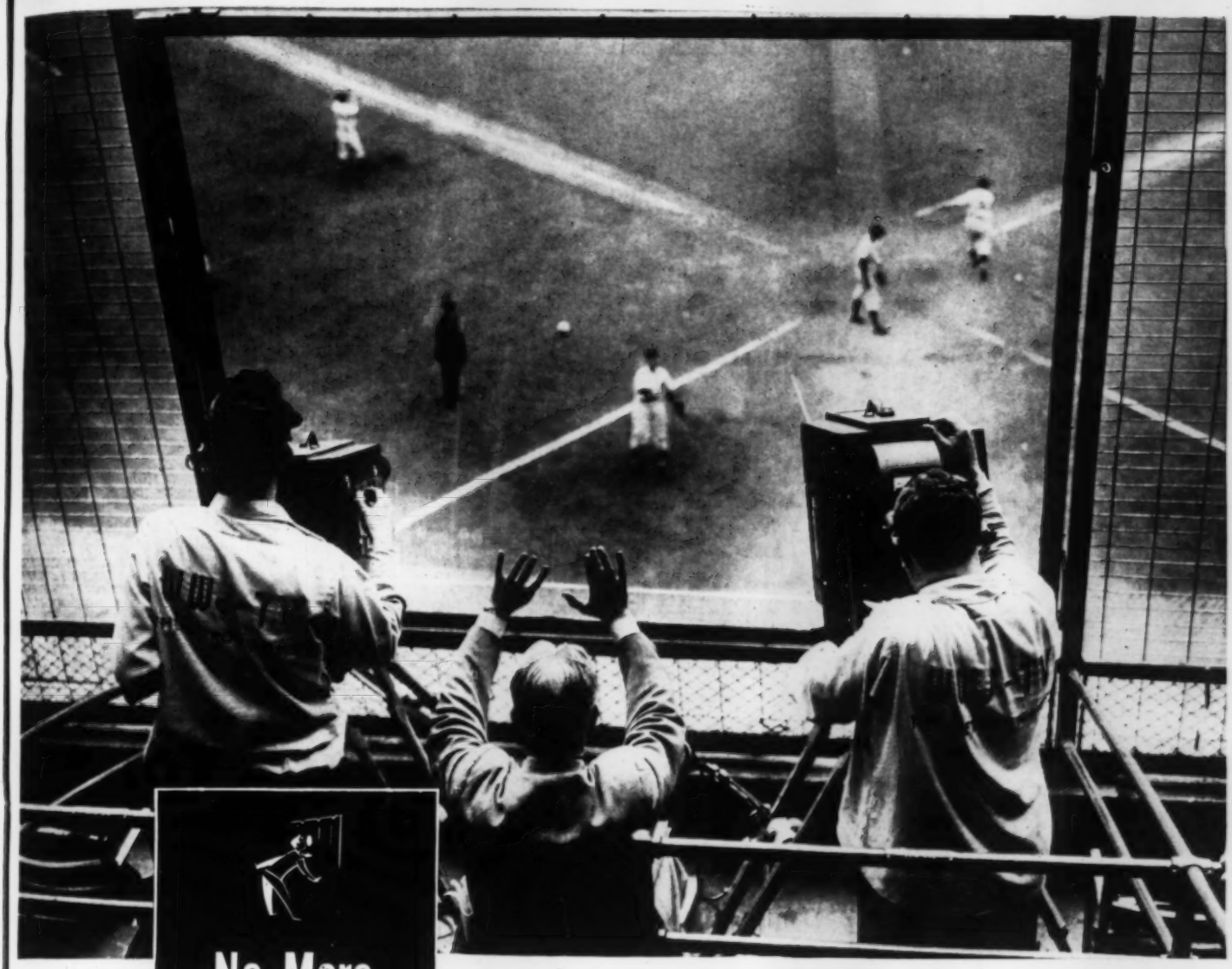
A substantial increase occurred, among both men and women, in the number and proportion of farm residents who were employed in nonagricultural industries. Contributing factors were expanded opportunities for nonfarm work during and after the war and displacement of farm labor by machines. Congested housing in urban areas also was a factor, with many farm residents commuting to work.

Unemployment among persons living on farms was greatly reduced between 1940 and 1947, as was the case in the economy as a whole.

4 Named to Ad Council's Industry Advisory Group

NEW MEMBERS of the Advertising Council's industries advisory committee, as announced last week, are John L. Collyer, president of B. F. Goodrich Co.; Benjamin F. Fairless, president of U. S. Steel Corp.; Charles B. Harding, senior partner, Smith Barney & Co., and Robert L. Warren, president of Brockway Glass Co.

The 36-member committee was formed to suggest new public service campaigns for the council to conduct, to advise on campaigns affecting specific industries and to aid in raising the annual budget.



No More "Knot-Holes"

The old days of peeking through "knot-holes" are gone—*for good.*

This season, baseball-crazy Detroiters are going to see 27 Tiger home games from the comfort of their arm-chairs at home, through the eyes of WWJ-TV's cameras. The above scene shows the new unbreakable glass "window" installed behind the batter's box to give the cameras a "box-eye" view of the entire playing field. With the familiar voice of Ty Tyson at the mike, and the skilled hands of WWJ-TV's experts at the cameras, Detroit's 8,000 television sets will be right on top of every play.

WWJ-TV, Detroit's only television station, will also cover many other sports events. Just watch the sales of television sets soar in Detroit!

Why not join the many WWJ-TV advertisers who are benefitting from the progressiveness of WWJ-TV in its second year of operation.

FIRST IN DETROIT . . . *Owned and Operated by* THE DETROIT NEWS

***National Representatives:* THE GEORGE P. HOLLINGBERY COMPANY**

WWJ-TV

Associate AM-FM Station WWJ

NEWSCASTS

Bradley U. Studies Preferences

DR. DAVID WHITE'S Peoria survey shows radio listeners tune in often to news broadcasts—but they tune in most often to a local newscaster. The 10 p.m. spot is the most popular listening time, with 6:15 p.m. ranking second. More than 90% of those persons sampled in the Bradley U. survey said they preferred their news from Peoria outlets, rather than from Chicago.

By DR. DAVID M. WHITE
Head of Dept. of Journalism, Bradley U., Peoria, Ill.

A RECENT SURVEY on news broadcasts, conducted by the Dept. of Journalism, Bradley U., Peoria, Ill., clears up some questions posed by an earlier survey which the university made during the latter part of 1946. The earlier survey, known as Central Illinois Radio Audience Survey [BROADCASTING, Dec. 30, 1946], indicated that news broadcasts rated highest in program preference. An important point brought out in the more recent survey is that listeners tune in most often to a local newscaster.

Among questions asked in this survey were these:

Do listeners in a typical Midwest industrial city such as Peoria prefer their news from announcers or from commentators? Do they get their news from local stations or do they prefer the services of newsrooms in larger cities, such as Chicago? In view of the fact that Peorians had designated news broadcasts as their dominant program interest, it was felt that further analysis of their listening habits as regarded news broadcasts was in order.

The questionnaire used by the Bradley University Research Associates attempted to answer four main questions. The first was aimed at determining whether news announcers or commentators were listened to the most, and equally important, whether Peorians used the news room facilities of a local station or stations in preference to network or out-of-city facilities.

Listeners were asked: "To what news announcers and/or commentators do you listen most frequently?" The answers from the sampling which included 667 women and 493 men indicated that a local newscaster was at the top of the list. He is Brooks Watson, who is news director of WMBD. It should be added, however, that Mr. Watson not only reads the newscast but also prepares it from wire copy and the facilities of his own news room. The fact that he does prepare his own newscasts may be a factor in Mr. Watson's high rating.

Many of the people polled listed more than one announcer or commentator, which accounts for the fact there were more than 1170 responses. The list is as follows:

Brooks Watson (local, WMBD)	591
H. V. Kaltenborn (NBC)	180
Edward R. Murrow (CBS)	156
Ross Edwards (local, WEEK)	151
Phil Gibson (local, WMBD)	147
Walter Winchell (ABC)	126
Gabriel Heatter (Mutual)	123
Clifton Utley (NBC)	119
Alex Dreyer (NBC)	113
Lowell Thomas (NBC)	110
Drew Pearson (ABC)	107
Cedric Foster (Mutual)	106
Paul Harvey (Chicago, WMAQ)	101
Fulton Jewis jr. (Mutual)	93

138 of those polled said that they listened to no one newscaster or commentator particularly, or could not give the names of any.

The Bradley survey desired to show the correlation between favored newscasters and/or commentators and the time of day and/or night during which the broadcast was made. Therefore, question two of the survey was: "At what times do you listen most frequently to a radio news broadcast?" It came as no surprise that the 10 p.m. hour was overwhelmingly the favorite. Of those polled, 742 designated that time. Moreover, it is interesting to observe that Brooks Watson (who received 591) and Ross Edwards, 151, both have 10 o'clock newscasts. Breakdown on the list is as follows:

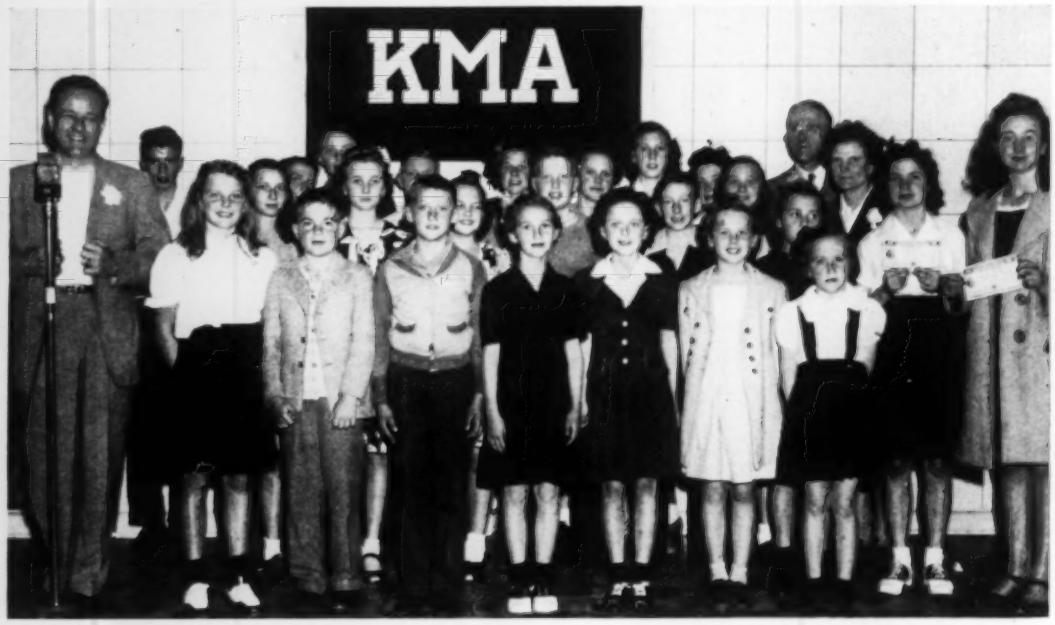
10:00 p.m.	742
6:15 p.m.	368
12 noon	326
6:45 p.m.	318
6:00 p.m.	301
7:55 p.m.	295
7:30 a.m.	283
8:00 a.m.	213
12:15 p.m.	211
10:00 a.m.	182
No preference	175
8:00 p.m.	172
7:00 a.m.	162
10:15 p.m.	149
5:00 p.m.	132
3:25 p.m.	89

The third question in the Bradley survey was, "How often do you listen to radio news or commentary?" More than two-thirds of the 1170 Peorians polled indicated that they listened "several times daily." The breakdown is as follows:

Several times daily	832
Once a day	240
Occasionally	96
Never	2

The final question was aimed at

(Continued on page 54)



KMA "Graduates" Iowa Farm Youth!

For over 9 years, all Iowa farm boys and girls have graduated over Radio Station KMA in a state-wide ceremony headed by the Governor of Iowa. To a person seeking sales, this means that these young farmers and their parents are directly tied to KMA . . . directly tied up to the influence that KMA has on the immense farm wealth within this area.

And KMA's service to these folks does not end with graduation. Farmers throughout KMA's 184 BMB counties depend on KMA for day-to-day information to help with farming problems. KMA's programming in this respect includes our own weather station, market data facilities, and the service of Merrill Langfitt, our popular roving farm service director.

No wonder that the Iowa farmer—the man who stands at the top of America's income group—keeps his radio dial tuned to KMA. It's part of his daily life from childhood to old age.

Get all the facts about KMA. Contact your nearest Avery-Knodel, Inc., office or write KMA, Shenandoah, Iowa.

AMERICAN Broadcasting Co.

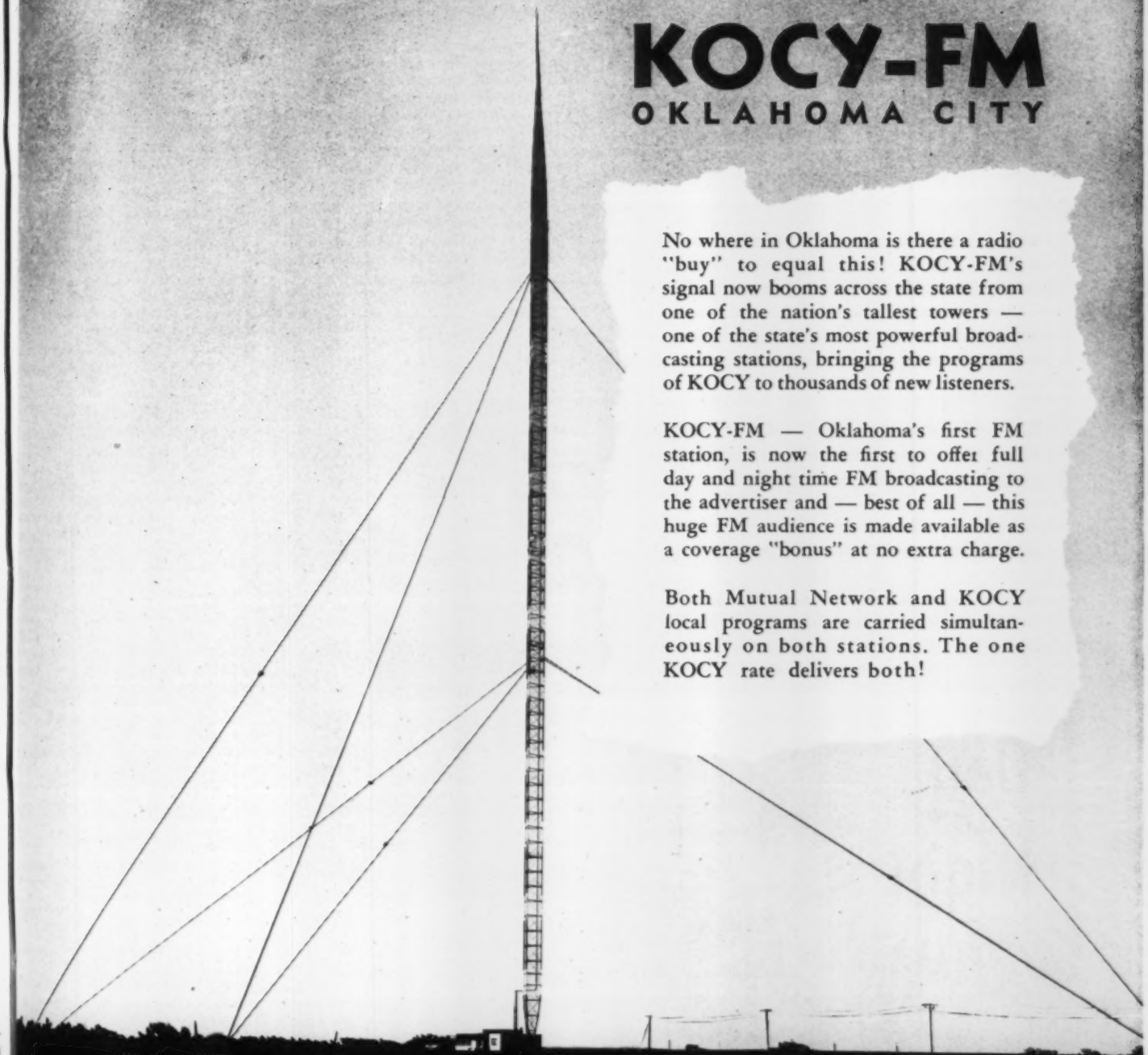
KMA

AVERY-KNODEL, INC. National Representative

960 KC SHENANDOAH, IOWA 5000 WATTS

NOW - 70,000 Watts!

KOCY-FM
OKLAHOMA CITY



No where in Oklahoma is there a radio "buy" to equal this! KOCY-FM's signal now booms across the state from one of the nation's tallest towers — one of the state's most powerful broadcasting stations, bringing the programs of KOCY to thousands of new listeners.

KOCY-FM — Oklahoma's first FM station, is now the first to offer full day and night time FM broadcasting to the advertiser and — best of all — this huge FM audience is made available as a coverage "bonus" at no extra charge.

Both Mutual Network and KOCY local programs are carried simultaneously on both stations. The one KOCY rate delivers both!

KOCY and KOCY-FM

OKLAHOMA CITY - Represented by THE WALKER COMPANY

NEW SPOT BUSINESS ADDED BY WCBS-TV

WCBS-TV New York announced last week placing of four commercial contracts, covering Peter Paul Inc. (Mounds Candy), United Air Lines, Edgewater Dealers Assn. Inc. (Ford cars) and Pioneer Scientific Corp. (Polaroid Filters). Contract details are:

Peter Paul is using one-minute balopticon announcements (slide films) preceding or following Belmont-Aqueduct-Jamaica races for 16 weeks, beginning May 29. Platt-Forbes Inc., New York is agency.

Effective May 24 for 13 weeks, United Air Lines is using three one-minute balopticon announcements weekly, placed by N. W. Ayer & Son Inc., New York.

Edgewater ordered 25 one-minute or 40-second film spots spaced between June 16 and June 30, through J. Walter Thompson. The Pioneer contract is an extension of an existing order, covering five one-minute film spots following "We the People" in June. Cayton Inc., New York, is the agency.

WOR-TV SITE

Transmitter, Antenna On Palisades

BAMBERGER Broadcasting Corp., owner of WOR New York, last week purchased for $30,000 a site in North Bergen, N. J., for the transmitter of WOR-TV, expected to begin operations early in the fall. Transmitter house and antenna tower will be erected atop the Palisades directly across the Hudson River from 79th St., New York, three and a half miles from the WOR studios at 1440 Broadway.

Announcing WOR's acquisition of the site, which has been approved by the FCC and the Civil Aeronautics Authority, Theodore C. Streibert, president of WOR, said: "The location of WOR-TV's transmitter should give a maximum clarity of reception in all areas of greater New York, New Jersey and lower Connecticut. Ghosts and reflections resulting from a location among skyscrapers will be largely minimized or completely eliminated. Programs on WOR-TV will reach an area with a population of 12,000,000. It is planned that many of the WOR and Mutual radio programs will be available simultaneously to the television audience and WOR has elaborate plans for producing the finest television programs of varied and popular appeal."

J. R. Poppele, WOR vice president in charge of engineering, reported that the tower will be similar to the Army and Navy wartime radar structures and will be capable of withstanding winds of 120 miles an hour. Its construction is scheduled for mid-summer and when the tower and other facilities are completed, they will also serve as transmitter site for WOR's FM station, WBAM, now located at 444 Madison Ave., New York.

A glass-enclosed observation platform and microwave relay station will be installed in the tower to house the sensitive equipment for picking up programs from remote points. In addition to the beacon lights required by CAA atop the tower, the station's call letters, WOR-TV will be outlined in red neon lights large enough to be seen for 25 miles.

At the base of the tower a one-story glass-enclosed structure of 4,000 to 5,000 square feet of floor space will house the TV, FM, microwave and relay communications transmitters, plus kitchen, workshop and machine shop. A garage will be built adjacent to the building to store the two mobile units and cars of the transmitter staff.

WOR-TV's programs will be broadcast by a General Electric video transmitting unit, type 6 B, with a 5 kw visual transmitter and a 2.5 kw aural transmitter. When the station begins operations, it will be linked with WOIC, Bamberger TV station in Washington, as the nucleus of a regional TV network. WOIC is scheduled to go on the air Sept. 1.

Simulcasts

WCAU - TV Philadelphia's publicity department hereafter will refer to broadcasts and telecasts of the same program carried simultaneously on the two media as "simulcasts," Chick Kelly, station publicist, has notified editors.

Philadelphia's WCAU-TV Adds Four More Sponsors

FOUR MORE SPONSORS, using a total of 87 commercial announcements, have been added to the list of advertisers on WCAU-TV Philadelphia.

The Hill Shoe Co. of Philadelphia has signed for two one-minute announcements a week to advertise its children's shoes. The 13-week account was placed by Solis S. Cantor Advertising Agency of Philadelphia. Others are:

George Gorson, local Chrysler automobile dealers, through Philip Klein Advertising Agency, Philadelphia, 30 announcements; Jacob Reed Store, men's clothing through E. L. Brown Agency, Philadelphia, a one-minute announcement weekly for 13 weeks; Swan Bottling Co. of Philadelphia, soft drinks, 18 announcements between June and October through May Advertising Inc.

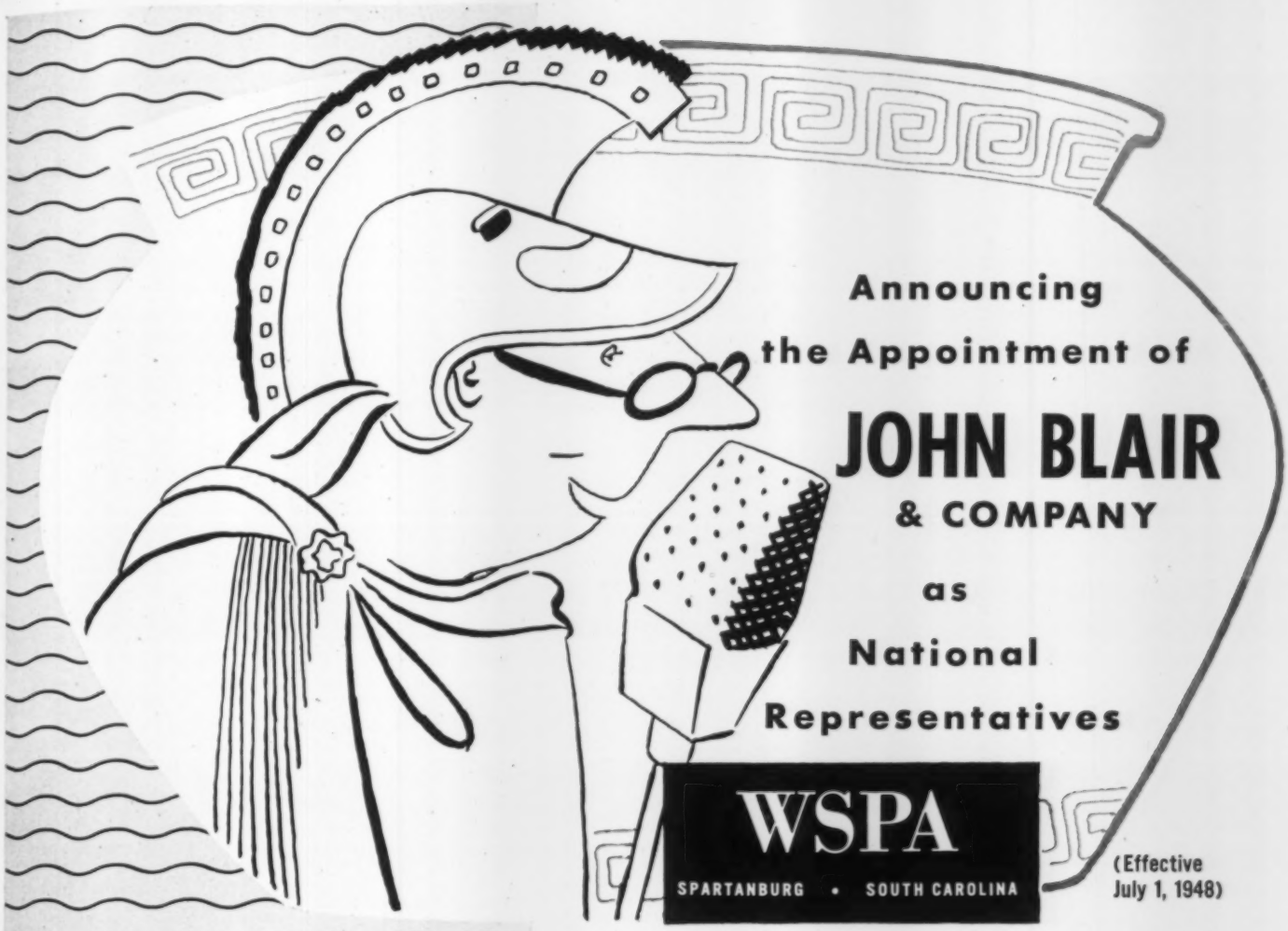
CONTINUANCE throughout summer of "Television Fashions on Parade," WABD New York Friday night program, has been announced by Television on Parade Inc., producer of series. Contrary to previous programs there will be no single "program host." Time will be sold on a cooperative basis.

KELO

MIDCONTINENT BROADCASTING CO., INC.
SIOUX FALLS, SOUTH DAKOTA

Day & Night 5000 WATTS
NBC • TOP LOCAL PROGRAMS • CONSISTENT PROMOTION
KELO WILL PRODUCE FOR YOU

Consider— Then Contact JOHN E. PEARSON CO.



Announcing
the Appointment of

JOHN BLAIR
& COMPANY

as
National
Representatives

WSPA
SPARTANBURG • SOUTH CAROLINA

(Effective
July 1, 1948)

If you'd like to sell a lot of goods to a lot of prosperous Spartans, *see your John Blair man!* He's got all the facts and figures on *WSPA,* Spartanburg, S. C., latest addition to his list of fine radio stations.

WSPA is Spartanburg's *first* station. It was *first* with standard broadcasting . . . *first* with FM (still offered as a bonus to advertisers) . . . and is *first* in audience. On Hooper's latest Station Listening Index, this CBS outlet for the big Spartanburg-Greenville market rates 72.2 in the morning . . . 55.4 in the afternoon . . . and an amazing 72.6 in the evening.

WSPA has sold everything from teapots to tractors to the Spartans, and has learned all their listening *and buying* habits while doing it . . . a fact that will pay off in big sales for you!

Ask your John Blair man about *WSPA* and its rich Dixieland market . . . today!

JOHN BLAIR & COMPANY

NATIONAL REPRESENTATIVES OF LEADING RADIO AND TELEVISION STATIONS

WSPA

Spartanburg, South Carolina
5000 Watts Day and Night, 950 KC
CBS Station for the SPARTANBURG-GREENVILLE MARKET

Offices in Chicago • New York • Detroit • St. Louis • Los Angeles • San Francisco

Where did you s

uspend your boyhood?

IF YOU grew up in a small town, chances are that the town square occupies a special place in your memory. Symbolizing to you, the community in which you lived. If you grew up in a city, a local neighborhood landmark may be remembered as that symbol of an earlier part of your life. Today, in every community served, large or small, the local Fort Industry Station is a part of its community's life . . . a part of every-day living . . . working for community enterprises, performing public services, maintaining itself as a community institution and landmark. That is why advertisers find Fort Industry Stations are high on their lists when results are tabulated.

THE FORT INDUSTRY COMPANY

WSPD, Toledo, O. • WWVA, Wheeling, W. Va. • WMMN, Fairmont, W. Va.
WLOK, Lima, O. • WAGA, Atlanta, Ga. • WGBS, Miami, Fla. • WJBK, Detroit, Mich.
National Sales Headquarters: 527 Lexington Ave., New York 17, Eldorado 5-2455

"You can bank on a Fort Industry Station"

Editorial

White Near-Miss

IN ANOTHER week Congress will have recessed or adjourned, to make way for the quadrennial presidential elections. The radio legislative box-score reads: "No runs, no hits, one near miss."

The near miss came last Wednesday with the approval by the Senate Interstate Commerce Committee of the third version of the White Bill (S-1333) to revise the existing law. The legislation doesn't have the chance of the proverbial snowball at this session. But this Congress or the next will not be disposed to dismiss lightly the views of so esteemed an authority as Majority Leader Wallace White Jr., who concludes 30 years with his retirement this year. The White Bill would be a monument to the legislator.

The revised bill would be highly acceptable except for two onerous provisions—both of which were incorporated in the resolution offered by Senator Johnson (D-Colo.) which is now superseded. One would hand the FCC unquestioned control over radio program and business operations. The other would limit clear channel power to 50,000 w, and does not impede the FCC from duplicating such channels. This is a sugar-coated morsel for all save the clear channels, which will fight it unto the death.

The revised bill can be viewed only as a legacy to the next Congress. Senate action is almost impossible even if Congress returns after the political conventions. And House action under any circumstance is out of the question. It seems a pity that there can't be salvaged from the bill those provisions reorganizing the FCC, increasing salaries of commissioners from the paltry $10,000 to $15,000 per annum, and invoking new hearing and legal procedures more effectively protecting the rights of stations, particularly those against "judicial law-making," which the committee report said: "Smacks of cunning and clever legal subterfuge."

It behooves all broadcasters to be realistic about the legislative complexion in this basic fight for freedom. There is strong sentiment in favor of the proposed revision of Section 326 of the existing law which, as proposed by Committee Chairman White, would impart unquestioned program review authority to the FCC. Some legislators do not understand how radio, as a licensed medium, can argue that the FCC should not have a look at past programs in considering station renewals.

And, whether we like it or not, that view in no small measure is buttressed by certain high court opinions. The Supreme Court struck the solar plexus blow in the so-called Frankfurter opinion of May 10, 1943, wherein it held the FCC is not merely a traffic cop of the ether, but must also determine "the composition of that traffic." That was tantamount to saying that the FCC has jurisdiction over programs.

Within the last fortnight the Court of Appeals for the District of Columbia by 2-1 vote, cited the Frankfurter opinion in sustaining the FCC in the WGAR-WADC case wherein the Akron station sought to get the 50,000 w facility allocated to WGAR in Cleveland. The program issue was drawn into this case since WADC said it would broadcast the full CBS commercial and sustaining schedule because other stations in the area were programming adequately locally. Associate Justice Wilbur K. Miller in the minority, said FCC's action was an "arbitrary and capricious exercise of power not granted by the statute, but expressly forbidden by it."

This case may go to the Supreme Court. It is remotely possible that the court will, if it grants certiorari, rectify the obvious error in the network-monopoly opinion, which spawned the Blue Book and other incursions into radio's freedom. Even then, the job would be but half-done.

The big task comes at the next session of Congress. Section 326, as proposed by Senator White, must be expunged from the legislative record. And Section 326 of the present act must be clarified so that there can be no question as to its absolute ban on censorship, front, back or side-door, before, during or after the fact. Reduced to its simplest and somewhat overworked catch-phrase, radio must, by precise, clear-cut legislative mandate, be "as free as the press."

Garish Giveaways

ONCE UPON a time (about 35 years ago) newspapers were fighting for circulation. They induced school boys and girls to ring door bells to sell subscriptions at bargain rates in return for bicycles, scooters, cameras, free tickets to the circus or trips to the big city. There were slogan contests with fabulous prizes—anything to outstrip competition and inveigle advertisers.

But advertisers got wary. They didn't know what they were buying in legitimate readership. After years of anguish for the publishers there was born the Audit Bureau of Circulations, now the accepted yardstick.

Motion picture exhibitors in those earlier days had trouble filling their houses. Came the "Country Store" at which pigs, poultry, groceries and dishes were given away to lucky ticket holders. Bank Night too. Soon many exhibitors found they were giving away more than the box-office take, and it was becoming progressively worse. They found the answer in better pictures. Another industry learned that something-for-nothing doesn't pay.

Today newspapes and motion pictures take a back seat. Radio's money giveaways and prize premiums make their contests look like piggy-banks. This year's ether giveaways probably will eclipse $10 million, over the networks as well as the local stations. The booty increases week by week as sponsors seek to outdo their competitors.

How long it will be before advertiser resistance sets in is anybody's guess. With Hoopers soaring and sponsor identification high on giveaways, advertisers probably will carry on as long as their budgets—and the public's patience—can take it.

Meanwhile, literally hundreds of national accounts—all of them radio prospects—are getting free rides through mention of their brand names in return for the merchandise they toss in. These accounts will be lost to radio as long as they can get air credits on full networks, regional nets and individual stations. It is rate-cutting in its most exaggerated form.

The cycle is bound to run out. The longer artificial stimulation of audience continues, the tougher it will be to return to normal, ethical pursuit of listeners through good programming and exploitation.

So the newspapers learned their lesson. And the movies, too. Radio is at bat. Radio's function is to sell time for appropriate programs which, in turn, will sell goods or services. The current garish maladjustment will be corrected only when the broadcasters themselves decide it isn't good for radio and it therefore isn't good for radio's audience or clients.

Our Respects To—

ROBERT LEWIS COE

WHEN WPIX, television station of the *New York News*, begins regular program operations tomorrow (June 15) as New York's fourth video station, Robert Lewis Coe, manager, will pause long enough to allow himself a moment of relaxation in the well-earned satisfaction of a job well begun.

Swinging off the train from St. Louis the first week in January to start his new job, Bob Coe found a station consisting chiefly of an FCC construction permit. Since then he has supervised construction of a two-story video studio building on the roof of the nine-story wing of the News Bldg., erection of a 200-ft. steel antenna tower atop the News Bldg. proper, and assembling of a staff of 170.

But Mr. Coe believes that this is just the beginning, that the real test will be to win for WPIX a following from the most sophisticated video audience in the world against the competition of a trio of TV stations that have been serving New York since before the war.

"When KSD-TV went on the air out in St. Louis," he says, "we didn't know much about television, but neither did our viewers. The novelty of seeing as well as hearing on their home receivers what was happening some place else was enough to keep them looking at our programs and overlooking our mistakes until we had a chance to learn. But WPIX won't be given that period of grace. New Yorkers have had television since 1939; they know what they like and if we don't give it to them they'll tune us out right from the start."

"Fortunately," he added, "WPIX has an ownership that publishes the most widely read newspaper in the country and that will not be satisfied with anything less in television. They've made it possible for me to get the best staff and the best equipment obtainable, and I think the viewing public will soon be dialing regularly. With such support, how could we miss?"

WPIX has been fortunate, too, in getting a man of Mr. Coe's experience to leave a 20-year association with the broadcasting end of the *St. Louis Post-Dispatch*, where he has been director of technical operations for KSD, KSD-FM and KSD-TV.

Born in Kansas City, Mo., Oct. 24, 1902, Bob Coe moved to St. Louis almost as soon as he could walk. While still in grammar school he was introduced to radio by a dog-eared copy of an Electro Importing Co. catalog, thus beginning a life-long romance.

Like all true love affairs, this one did not run smoothly at first. He had just got his sending rig in good enough working condition

(Continued on page 54)

CHICAGO WHITE SOX

Day-games broadcast Exclusively on

WJJD

BOB ELSON

One of America's Leading Sports Announcers
13 consecutive World Series
8 All Star Baseball Games

Night-games broadcast Exclusively on

WFMF

MARSHALL FIELD STATIONS . . . . . REPRESENTED NATIONALLY BY AVERY-KNODEL

WIDE ACCLAIM
for the Quality
of
BASEBALL TELECASTS*
over
WEWS
CLEVELAND

• "The announcement of telecasting of all Cleveland Indians home games by WEWS is a tremendous forward step for television in Cleveland."

Stanley Anderson
Radio Editor
The Cleveland Press

• "For those not fortunate enough to attend the games, I can say from my own observation that WEWS brings you a splendid show. The station certainly is entitled to commendation for the technical details and excellence of the baseball telecasts in Cleveland."

Bill Veeck
President
The Cleveland Indians

• "It is significant that television here . . . is set up to give better coverage of the Indians' home games than is AM radio."

Robert S. Stephan
Radio Editor
The Cleveland Plain Dealer

**Sponsored by*
GENERAL ELECTRIC
through
Batten, Barton, Durstine & Osborn

THE SCRIPPS-HOWARD RADIO STATIONS

• WEWS Television—WEWS-FM, Cleveland, Ohio
• WCPO, Cincinnati, Ohio (Now building Television)
• WNOX, Knoxville, Tenn.

All these Stations Represented by
The BRANHAM CO.

Respects

(*Continued from page 52*)

to apply for an amateur license when the advent of World War I brought a Government order for him to go off the air for the duration. And when he got his first commercial operator's license—about the same time as his high school diploma—and set out to see the world as a ship's radio man, the depression of 1921 was on and all the radio jobs were held down by ex-Navy brass-pounders.

So Mr. Coe entered the business world as a door-to-door salesman for an electrical appliance firm, demonstrating vacuum cleaners and washing machines to the housewives of St. Louis until he could persuade his employers to start a radio department and give him a chance to sell merchandise he knew something about. Meanwhile, he had kept his hand in by installing a radio communications system on a Mississippi River barge line.

In 1922 he went to work for Stix, Baer & Fuller, a department store which also operated a radio station, WCK St. Louis, and before long he was half of the station's two-man staff with the title of chief engineer. When the rest of the staff, the announcer, was off duty, Mr. Coe did the announcing as well, and in his spare time he rebuilt the transmitter.

Informal Then

Broadcasting was on the informal side then, Mr. Coe recalls, thinking of the day in 1923 when, hearing some planes fly over town to advertise the National Air Races being held in St. Louis, he signed off, shut down the station and went out to the air field to watch the flyers for the rest of the day.

During the early days of broadcasting there were not many men with operators' licenses available, and at intervals while working at WCK Mr. Coe served as operator for the St. Louis U. station and a church station, as well as doing relief work at KSD. In December 1924 he joined KSD as a full-time engineer-announcer, switching to KMOX St. Louis two years later when KSD shut down its studios and cancelled all local programs but market reports to give the rest of its time to network programs from the then brand new NBC.

At KMOX, which had just opened up, he led the full life. In addition to his engineering duties, he was an announcer, farm editor and a member of the KMOX Players, a station dramatic group. The following year he returned to KSD, this time for a 20-year hitch. In 1933 he was made chief engineer, but he continued to double as an announcer for a year or two after that before devoting himself exclusively to technical duties. In 1937 he was one of the first to experiment with facsimile broadcasting, using a special high-frequency channel assigned to KSD.

Maintaining his interest in aviation as well as radio, Mr. Coe had worked with the National Guard Air Corps in St. Louis and in September 1941 he found himself in uniform as a member of the Army Air Forces. After a term in Washington's famed Pentagon Bldg., Capt. Coe was sent to India as operations officer for a squadron and had arrived in Delhi before the Army brass discovered his radio background. From then on he served as communications officer of Air Force Headquarters for India and Burma, until his discharge in March 1945 with the rank of lieutenant colonel.

He got back to KSD just in time to supervise the construction of its FM and TV stations which, plus building new studios and installing a new AM transmitter, kept him reasonably busy until his resignation at the end of 1947 to join WPIX.

His stewardship at KSD was under the expert tutelage of George M. Burbach, veteran newspaper and radio executive, whose verve and enthusiasm for TV equalled his far-sightedness in AM broadcasting a quarter-century earlier. Thus, it was a relatively easy transition for Bob Coe from the *Post-Dispatch*-owned KSD and its FM and TV satellites to the *New York News*-owned WPIX. It was easy, too, because of the speed with which F. M. Flynn, president and general manager of the *News*, absorbed an understanding of radio and TV operations and, like so many other young newspaper executives, at once became a TV zealot.

Mr. Coe and his wife, the former Michelle Frederic, live in a Manhattan apartment a fast 10 minutes away from his office. That's been a great convenience during the past few months, but he is talking about a place in the suburbs or, as he puts it, "getting back to a sane condition of living." Then he can again get in an occasional round of golf and find time for his real hobby, gardening.

Newscasts

(*Continued from page 46*)

finding whether Peorians prefer local stations for radio news (using, of course, the network facilities of the local stations) or whether they prefer Chicago stations. The Chicago stations frequently have special commentators who are not on the networks. Therefore, the survey asked "To what station or stations do you listen the most for your radio news?" The breakdown is:

WMBD (Peoria)	768
WEEK (Peoria)	312
WMAQ (Chicago)	193
WGN (Chicago)	189
WBBM (Chicago)	173
WENR (Chicago)	162
WMMJ (Peoria)	154
WWXL (Peoria)	113
WSIV (Pekin)	83

Equating the four questions of the Bradley survey, we have arrived at certain conclusions.

1. Listeners in the city of Peoria are very much interested in radio news. 832 out of an 11[illegible] sampling designated that they listen to radio news "several times daily." 240 more listen at least once a day.

2. A local newscaster (who prepares his own newscasts from wire facilities and his own newsroom) is the most popular in this city. Of the first five in popularity only two are commentators; three read "straight" news, covering both international-national news and local news.

3. There would appear to be a definite correlation between the most popular radio news time and the newscaster. The 10 p.m. spot polled twice as many choices over its nearest competitor. The newscaster who ranked the highest has broadcasts both at 10 p.m. and at 6:15 p.m. daily. Another newscaster who had a broadcast at 10 p.m. also ranked high on the list.

4. Peorians receive the majority of their radio news through the facilities of local stations.

Management

RALPH D. KANNA has been appointed general manager of WMMW and WMMW-FM Meriden, Conn. He formerly was general manager of WOBT Rhinelander, Wis., and for three years was manager of WONS Hartford, Conn.

STANLEY DIXON, former commentator on KRNT Des Moines and KSWI Council Bluffs, Iowa, has been appointed manager of KORN Fremont, Neb.

K. S. PARTON, assistant manager of CJGX Yorkton, Sask., has been appointed manager, succeeding **A. L. GARSIDE**, resigned.

AMON CARTER, head of WBAP Fort Worth, has been elected president of Fort Worth Club. **SID W. RICHARDSON**, oil man and one of principal owners in KFJZ Fort Worth, was appointed to executive committee.

JAMES STIRTON, assistant to vice president of ABC Central Division, will represent radio on Chicago Freedom Train committee. Train arrives in the midwest city Monday, July 5.

R. G. WALTER, station manager of WARD Johnstown, Pa., has returned to his desk following month's illness.

WABD New York and DuMont Television Network have announced new New York telephone number: MUrray Hill 8-2600.

Survey of FCC Included Under Lodge - Brown Bill

THREE-MAN committee, headed by Prof. Robert Bowie of Harvard Law School, is now making study of nine independant regulatory commissions, including FCC. Study is being made under Lodge-Brown bill setting up a Commission on the Organization of the Executive Branch of the Government. Report of findings will be made to Congress early next year.

Assistant to Prof. Bowie is Harold Laventhal and other two members of the committee are Owen D. Young and ex-Sen. Robert LaFollette.

ASSOCIATION OF AMERICAN RAILROADS
TRANSPORTATION BUILDING
WASHINGTON 6, D. C.

WILLIAM T. FARICY
PRESIDENT

June 1, 1948

To the PRESS and RADIO:

Subject: THE AP CENTENNIAL and the RAILROADS.

In the same year in which the Associated Press was born, a century ago, a group of railroad superintendents first got together to iron out the vexatious problems arising from differences in the time observed by various cities. This movement for standard time later became national in scope, and other railroad groups were formed to improve cars and engines and to do other things necessary to enable the cars of any railroad to run on the tracks of any other railroad. The organizations which brought about these and many other fundamental improvements in railroading continue in existence, working for the present and the future, as parts of the Association of American Railroads.

From this background, and from its own experience as the agency serving the common needs of a national membership, the AAR has a keen appreciation of what the Associated Press, as well as the two other great news services, accomplishes in serving the daily needs of the newspapers and the radio stations of the nation. This vital service, indeed, goes further, for in broadening and deepening the coverage of news, it is adding to public information and understanding.

In this coverage of news in the broad sense, the Association of American Railroads constitutes a source of both current and background information. The publications and reports of its numerous technical and operating divisions, sections and research groups cover a field as wide as railroading itself. The Association's Bureau of Railway Economics has for nearly 40 years provided prompt and dependable information in economic and statistical fields. Its library of some 300,000 items, the largest transportation reference library in the world, is open to public use.

Railroad information, together with current and historical photographs, is available to the press and radio through the Public Relations Department, Association of American Railroads, Transportation Building, Washington 6, D. C. You are cordially invited to make use of any of the Association's services and facilities.

Sincerely,

William T. Faricy

The Swing is to WHB in Kansas City
10,000 WATTS IN KANSAS CITY
DON DAVIS PRESIDENT
JOHN T. SCHILLING GENERAL MANAGER
WHB
Represented by JOHN BLAIR & CO.
MUTUAL NETWORK • 710 KILOCYCLES
• 5,000 WATTS NIGHT

Commercial

KEVIN B. SWEENEY, consultant on promotion and publicity at **KFI** Los Angeles, has been named sales manager of that station. He succeeds **HAAN TYLER**, who has been promoted to program director and television operations coordinator. Mr. Sweeney was former manager of CBS "Housewives Protective League" programs and assistant to Blue Network Western Division vice president.

WILLIAM LARIMER, formerly on spot sales staff of CBS Chicago, and spot sales representative, CBS Los Angeles, has joined sales staff of ABC Hollywood-Los Angeles as account executive. He succeeds **BYRON NELSON**, resigned.

CHARLES ADELL, account executive for three years with John Blair & Co., Detroit, joins ABC's Central Division as account executive. He was formerly with Weed & Co., Chicago.

A. LES GARSIDE, managing director of CJGX Yorkton, has resigned to form station representative firm at Winnipeg. He will represent CKSB St. Boniface, Man., and CJRL Kenora, Ont.

HERMINIO TRAVIESAS, formerly with NBC Radio Recording Division, has been named to sales service division, CBS-TV New York.

ROBERT JONSCHER, formerly with I. T. Cohen Adv., Washington, has joined sales staff of WINX that city.

HARVEY STRUTHERS, formerly with WCCO Minneapolis, has joined CBS Radio Sales in Chicago.

FRANK OWENS and **ELMER F. JASPAN** have joined sales staff of McGeehan & O'Mara Inc., New York.

WESTERN RADIO Adv. Inc., station representative, has moved to larger quarters at 68 Post St., San Francisco. Los Angeles office also has moved to 6618 Sunset Blvd.

LORENZEN & THOMPSON resigns as representative for WXGI Richmond, Va.

DORIS ADAMS, formerly with Commercial Union Assurance Co., San Francisco, has joined KGO same city, in auditing department.

JEAN O'BRIEN, formerly with WNAB Bridgeport Conn., has joined WNHC (AM-FM-TV) New Haven, as traffic manager, succeeding **MIDGE KAHL**, resigned.

W. E. WILSON, assistant manager of Inland Broadcasting Service, Winnipeg, station representative firm and distributor of transcriptions has been named manager of the company. He has been with Inland Broadcasting for past six years.

GEORGE MORRIS has joined local sales staff of KMBC-KFRM Kansas City. He previously served as account executive with two mid-western agencies.

JEAM MacGREGOR has joined CFHC North Bay as traffic manager. She was formerly with CKGB Timmins, CFOR Orillia, and CKSO Sudbury, Ont.

Durstine Opens Two New Branches on West Coast

THE OPENING of West Coast offices in Los Angeles and San Francisco of the Roy S. Durstine Inc. advertising agency was announced last week by Mr. Durstine, president of the agency bearing his name. Both Coast offices are staffed in creative and production departments.

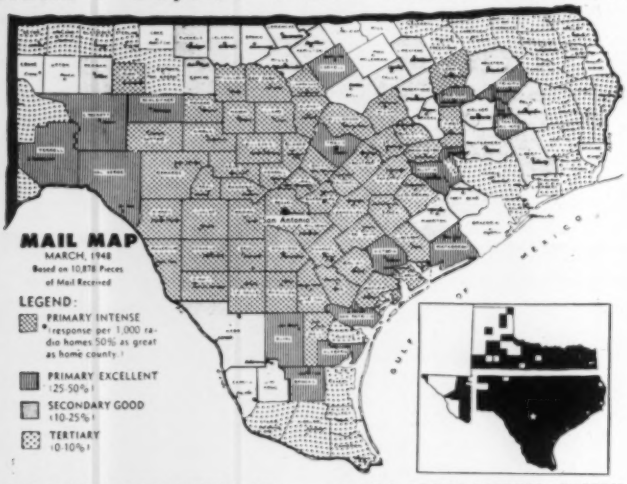
Attending the official opening ceremonies with Mr. Durstine was Preston Tucker, Chicago manufacturer of the new Tucker car and a client of the agency.

Canadian Liquor Adv.

FUTURE of liquor advertising on Canadian stations, now allowed only in Quebec with breweries only being allowed to advertise, may be settled at September meeting of provincial liquor commissioners at Victoria, B. C. Preliminary meeting to draw up uniform liquor advertising code by all provinces was held late in May at Winnipeg, with commissioners or officials from each of the nine provincial governments represented.

A LOT CAN HAPPEN IN TWO YEARS!

HERE'S 50,000 WATT KABC TODAY!



AMERICAN BROADCASTING CO. - - TEXAS BROADCASTING SYSTEM

Yes, a lot can happen and HAS happened in two years. The Texas radio coverage picture has changed considerably since the 1946 BMB, when KABC was only 250 watts. Today (since May 7, 1946) KABC is selling Texas listeners with the full impact of 50,000 watts on 680 kilocycles in the huge area mapped out above, from which mail was received in March of 1948. So until the 1949 BMB is out, hold on to this mail map, for we all know that people have to LISTEN before they can write in. And here's where they are listening to KABC today. You'll find 203,640 radio families in the 55-county primary-intense area, 63,530 more in 17 primary-excellent counties, and 103,860 radio families in the 27 secondary-good counties. All this, plus a bonus tertiary coverage of 106 additional counties with 1,012,480 radio homes. Check your John Blair representative.

RADIO STATION KABC SAN ANTONIO
50,000 WATTS DAY
50,000 WATTS NIGHT

Agencies

(*Continued from page 10*)

PHER THOMAS, recently transferred from London. **DHAN RAJ** is in charge of New Delhi office.

PAT HUNZIKER, formerly with Mays & Bennett, Los Angeles, joins Mays & Co., same city, as radio copy head, following dissolution of former agency [BROADCASTING, June 7]. Others going to Mays & Co.: **FLORENCE ANDERSEN**, director, media relations; **RICHARD G. MEYBOHM**, formerly with J. W. Robinson Co., joins as planning director.

BROOKE, SMITH, FRENCH & DORRANCE, Detroit and New York, announces following personnel additions: **FREDERICK J. WINTER** and **JEAN F. BRACKEN**, traffic; **DONALD E. McKENSIE** and **CLARENCE E. DAY**, production; **FREDERICK A. MALSOM** and **SHIRLEY SICKELS**, copy.

W. W. JOHNSTON and **DRAPER DANIELS**, heads of art and copy departments, Young and Rubicam, Chicago, appointed vice presidents.

JAY B. HURST, member of production staff of Geare-Marston Inc., Philadelphia, for past 12 years, joins production department of Gray & Rogers, Philadelphia.

JOHN F. HEALY, formerly with Stockton, West, Burkhart Inc., Cincinnati, rejoins Ralph H. Jones Co., that city, on copy staff.

McNEILL & McCLEERY, Los Angeles, moved to new offices at 1655 N. Cherokee Ave. Telephone: Hudson 2-2337.

FRANCIS T. NOLAN, formerly with J. Walter Thompson Co., New York, joins copy department of Bermingham, Castleman & Pierce, New York.

RICHARD HALDERMAN, Young & Rubicam Hollywood merchandising supervisor on Hunt Foods account, and **FREDERICK R. WEISMAN**, Hunt president, arrive in Atlantic City June 20 to attend National Assn. of Retail Grocers convention.

JOSEPH STAUFFER, director of radio production, N. W. Ayer & Son, New York, in Hollywood for week's conferences in agency office there.

BARBARA BENDER, formerly in copy department of Kenyon & Eckhardt, New York, joins same department of Robert W. Orr & Assoc., New York.

CORNWELL JACKSON, vice president and manager, J. Walter Thompson Co., Hollywood, is on three weeks business trip to Chicago and New York agency offices.

E. H. (Dutch) ELLIS, account executive, Newell-Emmett Co., New York, arrives in Hollywood today (June 14) for ten day conferences with agency there on television programs.

Just Out! NEW HOOPER INDEX

K. S. SELLOGRAM

KSL IS LISTENED-TO MOST FREQUENTLY OR THE MOST TIME - MORNING. AFTERNOON AND EVENING*- BY MORE FAMILIES THAN ANY OTHER STATION OR REGIONAL NETWORK IN KSL'S 8-STATE DAYTIME 50-100% BMB COVERAGE AREA OF 69 COUNTIES AND MORE THAN ONE MILLION PEOPLE.

KAY S. SELL

*KSL HOOPER LISTENING AREA COVERAGE INDEX, SPRING, 1948

Here is more proof that KSL serves ALL your prospects in the Intermountain Market. With one medium—KSL—you can reach consumers, retailers, and distributors, alike, throughout KSL's 8-state daytime 50-100% BMB coverage area, which matches almost county for county the Salt Lake City wholesale distribution area. For details of the survey see Radio Sales.

Kay S. Sell
Giant Salesman of the West
KSL's 50–100% BMB Daytime Area*
Average Salt Lake City Wholesale Trading Area
*(BMB Study No. 1)

CBS

KSL

50,000 WATTS • CLEAR CHANNEL • SALT LAKE CITY

Represented by RADIO SALES, Radio Stations Representative, CBS

MUSIC...
SPORTS...
24 NEWS... hours a day
WINZ
FLORIDA'S
BIG
INDEPENDENT
940 kc
Licensed to operate
FULL TIME
●
ten millivolts
on
FLORIDA'S
RICH EAST COAST
from
FORT LAUDERDALE
to CORAL GABLES
●
Business Address:
WINZ BUILDING
304 LINCOLN RD.
Studio:
304 LINCOLN RD.
Miami Beach
Jonas Weiland, *President*

Lodge, Hausman Elevated by CBS

Made Vice Presidents in Charge Of Engineering, Personnel

Mr. Lodge

Mr. Hausman

WILLIAM B. LODGE, director of general engineering, and Howard L. Hausman, director of the personnel relations department, were elected to vice presidencies of CBS last week.

Mr. Lodge, who has been with CBS since 1931, was named vice president in charge of general engineering. Mr. Hausman, a labor trouble-shooter for the network during union negotiations in the past two years, was appointed vice president in charge of personnel relations.

From 1938 to 1942 Mr. Lodge was engineer in charge of the radio frequency division of the CBS Engineering Dept. During much of the war he was associate director of the airborne instrument laboratory operated by Columbia U. for the Office of Strategic Services, specializing in electronic detecting devices. In November 1944 he became director of general engineering for CBS.

Mr. Hausman, who joined the network in its legal department in 1938, has been director of the personnel relations department since 1946, with general responsibility for all CBS labor negotiations.

Mr. Lodge, a senior member of the Institute of Radio Engineers and chairman of the panel on radio wave propagation of the Radio Technical Planning Board, is a graduate of the Massachusetts Institute of Technology. He was with Bell Telephone Laboratories for two years prior to joining CBS.

Mr. Hausman, a graduate of Harvard Law School in 1937, served in the New York law firm of Littleton & Levy for a year before joining CBS.

Ontario Golf Meet

TORONTO and Southern Ontario station and agency executives will hold the Second Ontario Radio Golf Tournament at Lakeview Golf Club near Toronto on June 18. This is the largest summer social affair in Canadian radio, and grew from the Canadian Broadcasting Corp. annual golf tournament to which the industry in general was also invited. It has now become so big that it is an industrywide tournament. Chairman is Spence Caldwell of All-Canada Radio Facilities, Toronto.

55 Vice Presidents

THE ELECTION of two new vice presidents at CBS brought to 55 the total of vice presidents now employed at the four major networks, or enough to keep Fred Allen amply provided with material until another target comes along.

CBS has 17, ABC 16, NBC 15, and Mutual, whose gigantism extends mostly to the number of its affiliates, has seven. Forty-six of the vice presidents make their headquarters in New York.

CAB Price Formula

REGIONAL MEETINGS are to be held in the next few months by Canadian Assn. of Broadcasters to discuss a formula for handling price mentions successfully. Following elimination of ban on price mentions at CBC board of governors May meeting at Montreal, effective Sept. 1 for six months trial period, CAB members will get together to develop a method of working out a price mention formula which will make price mentions on the air of permanent value and service to listeners, stations and advertisers.

WNHC-TV PROGRAMS TO START THIS WEEK

WNHC-TV New Haven was broadcasting test patterns last week and expected to start program service sometime this week. Full schedule of DuMont network video shows will be used pending completion of studios and remote equipment which is anticipated by early July. At that time station will supplement the DuMont schedule with its own programs, starting with a New Haven Television Day celebration in which the Governor of Connecticut and other political and business leaders are expected to take part.

Owner of WNHC-TV is Elm City Broadcasting Corp., which also owns WNHC and WNHC-FM. Video transmitter is located on Gaylord Mountain, one of the highest points in Southern Connecticut and 11 miles from the station's headquarters in downtown New Haven. DuMont programs are received at the transmitter via microwave relay system installed by DuMont engineers, with a relay station at Oxford, Conn. picking up the signals from the DuMont key station WABD New York, and sending them to WNHC-TV.

New Business

(*Continued from page 14*)

for 26 weeks, *Chuck Wagon Tales* on Columbia Pacific Network. Program packaged by Des Autels and Graham, Hollywood. Agency: Makelim Assoc., Hollywood.

GENERAL FOODS Corp., New York (Jell-O) will sponsor Meredith Willson in new series starting Oct. 5 on ABC, Tues. 7:30-8 p.m. Young & Rubicam, New York, is agency.

ELECTRIC COMPANIES Adv. Co. signs Helen Hayes as feature star on *Electric Theatre* on CBS, effective Oct. 3. Agency: N. W. Ayer & Son, New York.

Adpeople • • •

WILLIAM W. PROUT, former account executive at Hanly, Hicks & Montgomery, New York, joins General Foods Corp., New York, as associate advertising manager for Log Cabin Syrup, LaFrance Bluing Flakes, and Satina Ironing Aid.

R. C. SCRIVENER, advertising manager of Bell Telephone Co. of Canada, Montreal, named director of Assn. of Canadian Advertisers, replacing the late **D. E. BANKART** of Northern Electric Co., Montreal. **E. H. WOODLEY** appointed advertising manager of Northern Electric Co. replacing Mr. Bankart with that firm.

WRBL
COLUMBUS • GEORGIA
Day and Night 5000 WATTS
More *POWER-ful* than ever!
NATIONALLY REPRESENTED BY
GEORGE P. HOLLINGBERY CO.

HOMES as low as 28¢ a thousand

Potential radio homes, that is!

You know how it is with *local* radio advertisers: they can measure, by actual sales results, the effectiveness of their broadcasting on a given station. Well, CFRB's local advertisers report pretty solid success. You can easily check on that. We've published some of their statements.

. . . And one big reason for any advertiser's success on CFRB is simply this; you reach *more homes on CFRB, for every Dollar you spend.*

You can see this for yourself, by comparing CFRB's Bureau of Broadcast Measurement standing, and Elliott-Haynes ratings, with those of other stations in the Toronto area.

A breakdown of latest figures shows that on CFRB after 7 p.m., you buy 1000 potential radio homes for 54c.

You buy 1000 potential homes between 6 and 7 p.m. on CFRB for 36c.

At other times on CFRB you buy 1000 potential homes for 28c.

So—invest your radio dollar on CFRB. You'll reach *more* homes in Canada's richest market. You'll get *results*!

Ontario's favourite radio station

CFRB

TORONTO

Representatives: *United States:* **Adam J. Young Jr. Incorporated** *Canada:* **All-Canada Radio Facilities Limited.**

New vital link

ANNOUNCING THE GENERAL ELECTRIC S-T BROADCAST SYSTEM!

• With it—your signal from studio to transmitter now rides on air!

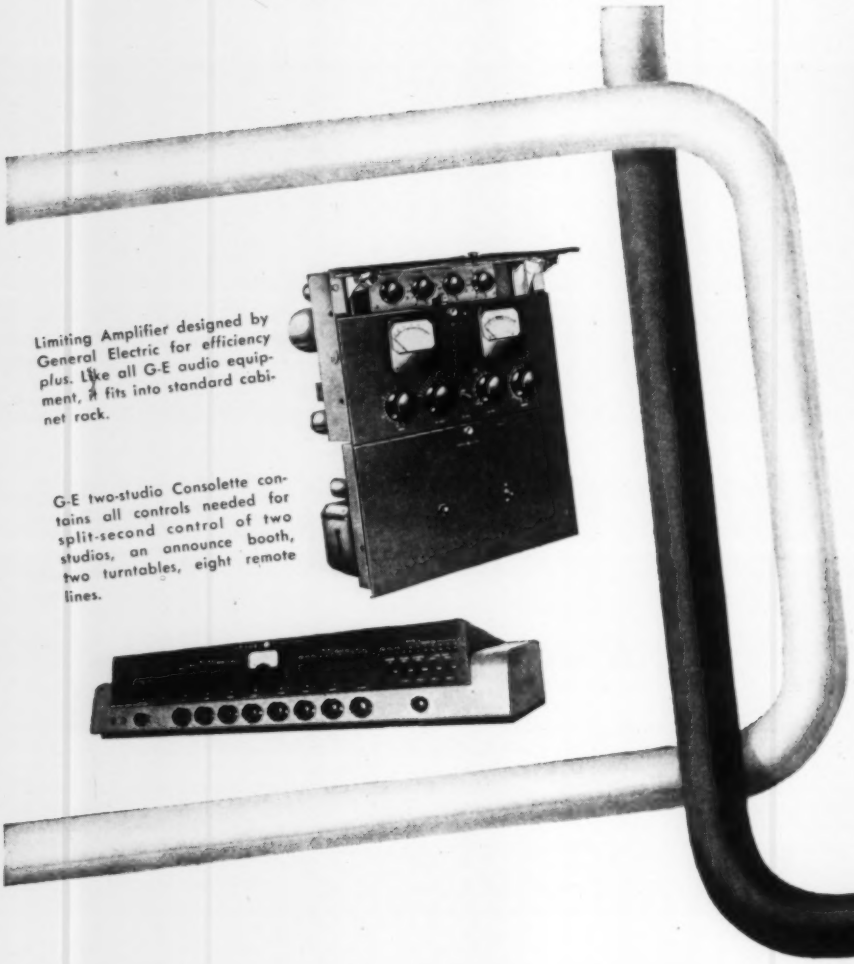
With it—your problems of outages due to weather or rugged terrain are solved! Sleet storms, fires or floods can damage studio to transmitter transmission lines or cables—but not micro-wave transmission from G-E S-T broadcast system. There are no transmission lines or cables.

With it—you can select the best site for your station with increased assurance of reliable program service!

The new General Electric S-T Link equipment is easily installed and occupies remarkably little studio space. A product of the research and engineering skills assembled at Electronics Park, this system is another General Electric contribution to better broadcasting.

Broadcasters, station managers and engineers will want all the facts.

Your nearest G-E office can give them to you. Call there, or write: *General Electric Company, Transmitter Division, Electronics Park, Syracuse, New York.*



Limiting Amplifier designed by General Electric for efficiency plus. Like all G-E audio equipment, it fits into standard cabinet rack.

G-E two-studio Consolette contains all controls needed for split-second control of two studios, an announce booth, two turntables, eight remote lines.

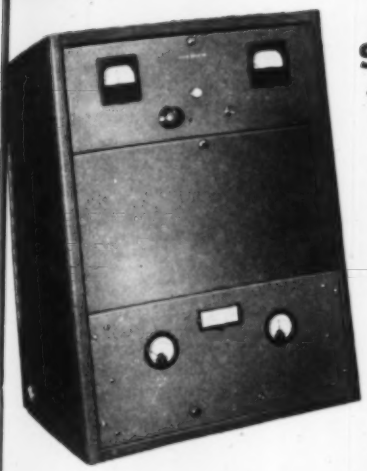
S-T TRANSMITTER

- Conservatively rated 10 watts output. Continuously adjustable 1 to 10 watts, for maximum tube life.
- Remarkably easy installation.
- Single unit. Entire transmitter is complete within its cabinet. All maintenance done under comfortable indoor conditions.
- Low power consumption: 675 watts total input.
- Can be tuned and adjusted without special test equipment.
- Instant accessibility. All meter and tuning controls immediately at hand when front doors are open.
- Rear doors interlocked for maximum safety to personnel.
- Simple and easy to change tubes.
- Full overload protection with automatic reclosure in case of momentary power supply failure.
- External pre-emphasis unit for cabinet rack mounting.

WHAT THE SYSTEM DOES FOR YOU . . .

- Operates in band 920 to 960 MC. This includes the band permanently assigned by FCC for S-T broadcast service.
- Permits you to meet all FCC FM broadcast system requirements.
- Remote controlled over single-pair telephone line.
- Uses standard type "N" RF fittings throughout.
- Provides high fidelity performance:
  - —Less than 1% distortion from 50 to 15,000 cycles.
  - —Noise level better than 65 db.
  - —Frequency response well within ± 1 db from 50 to 15,000 cycles.
- Designed for unattended remote operation.

for dependable broadcasting



S-T RECEIVER

- Double-conversion superheterodyne circuit, fully crystal controlled for maximum long-term frequency stability.
- Standard receiver tubes throughout.
- Sensitivity—95 db below 1 watt (for specified system performance).
- Total power input only 135 watts.
- Compactly assembled for mounting in standard 19-inch cabinet rack.
- All tuning adjustments are made from the front.

10-KW FM Transmitter. A famous member of a famous family. Skillfully engineered and sturdily built—a dependable unit that has helped to bring continuing FM leadership to General Electric.

Circular FM Antenna—provides high power gain with low wind loading. This strong "Doughnut" antenna is available in 1, 2, 4, 6 and 8 bay models.

S-T ANTENNAS

- 40-inch reinforced aluminum paraboloid, with dipole feed.
- Power gain each antenna 15.3 db over standard dipole. Total gain 30.6 db.
- Low standing-wave ratio over full frequency range (920-960 MC) without adjustment.
- Two-clamp mounting construction permits firm attachment to single structural member or pole.
- Easy to install and aim.
- Fully protected from adverse effects of icing.
- Designed for 100 m.p.h. wind loading.

ATLANTA 3, GA.
187 Spring Street
Walnut 9767

BOSTON 1, MASS.
140 Federal Street
Hubbard 1800

CHICAGO 54, ILL.
1122 Merchandise Mart
Whitehall 3915

CINCINNATI 2, OHIO
215 W. 3rd Street
Parkway 3431

DALLAS 2, TEXAS
1801 N. Lamar Street
LD 224

DENVER 2, COLO.
650 17th Street
Keystone 7171

KANSAS CITY 6, MO.
106 W. 14th Street
Victor 9745

CLEVELAND 4, OHIO
710 Williamson Bldg.
Euclid & Public Square
Superior 6822

LOS ANGELES 14, CALIF.
Suite 1300-1301
Security Title Insurance Bldg.
530 West Sixth Street
Trinity 3417

MINNEAPOLIS 2, MINN.
12 Sixth Street
Main 2541

NEW YORK 22, N. Y.
570 Lexington Avenue
Wickersham 2-1311

PHILADELPHIA 2, PA.
1405 Locust Street
Pennypacker 5-9000

SAN FRANCISCO 4, CALIF.
235 Montgomery Street
Douglas 3740

SCHENECTADY, N. Y.
Bldg. 267, Rm. 105
Schenectady 4-2211

SEATTLE 4, WASH.
710 Second Avenue
Main 7100

WASHINGTON 5, D. C.
806 15th Street N. W.
Executive 3600

For fast service call G. E.

SYRACUSE 1, N. Y.—Syracuse 6-4411

LEADER IN RADIO, TELEVISION AND ELECTRONICS

GENERAL ELECTRIC

160-GIE-6314

The Texas Rangers, America's foremost singers of Western tunes, are ready for the big summer roundup—The roundup to bring their large audience direct to your sales room. The Texas Rangers have a wide selection of favorite tunes, transcribed for top quality. Their hundreds of selections are as flexible as live talent. You can spot your sales messages to your own needs. In short, you are adding the Texas Rangers to your sales force. The price is scaled to fit your market and your station. You'll be highly pleased in songs and music . . . and in sales.

Wire, Write or Phone for Complete Details

THE Texas Rangers
AN
ARTHUR B. CHURCH PRODUCTION
KANSAS CITY 6, MO.

News

FRED HOLT, former newscaster for WIRE Indianapolis, has joined WCKY Cincinnati, as night newscaster. He also will conduct series of public appearances before service and civic organizations for WCKY. During past year he has been teaching "Radio and Speech" and "Introduction to Radio" at Jordon Butler U.

BUD STAPLETON, news editor of WNDR Syracuse, N. Y., has been appointed Syracuse representative for International News Service.

JAMES BULL, formerly with WTMV E. St. Louis, Ill., has joined news department of KXOK St. Louis, replacing **GIL RAPP** on night shift.

HAL TOTTEN, WGN Chicago farm director, is on a 2,100-mile trip to top U. S. agriculture centers. He plans to make 150 tape and wire-recorded interviews for future broadcasts.

BAROOYR ZORTHIAN, senior news writer, CBS shortwave department, and Margaret Aylaian of New York City, were married June 6.

BOB SMITH, NBC sports writer, is the father of a boy, Douglas Albert, born June 5, in New York Hospital.

Program in 'Record'

PORTIONS OF WGN Chicago's "Your Right To Say It" broadcast on peace in the Middle East were introduced into the Congressional Record of the 80th Congress by Rep. Lawrence H. Smith (R. Wis.), one of the program's guest speakers.

AMA Meet Opens Today in Capital

MARKETING aspects of the "Voice of America" will feature the two-day conference of the American Marketing Assn. opening this morning (June 14) at the Statler Hotel, Washington, with some 500 leaders in industrial market planning, analysis and research meeting with U. S. executives and university officials.

The international broadcast project will be discussed by George V. Allen, Assistant Secretary of State for Public Affairs, at the Tuesday evening dinner. Chairman of the discussion, titled "The Voice of America as a Market Medium," will be Wroe Alderson, AMA president.

J. C. Capt, director of the Bureau of the Census, is scheduled to preside at a Monday morning panel on government aids for market analysis. Mr. Capt was ill last week but the bureau said one of its top officials would appear if he could not fill the engagement.

Robert E. Freer, Federal Trade Commission chairman, will be a speaker at a panel on non-deceptive advertising, with Sen. Joseph C. O'Mahoney (D-Wyo.) presiding.

The conference is the first of its kind since 1938.

CIVIC applications of video are discussed by new officers of Pittsburgh Radio and Television Club and Pittsburgh Mayor David Lawrence, seated (l), with Taylor Urquhart, club's third vice president and television director of W. Earl Bothwell Inc. Standing (l to r) are Richard C. Bachman, club president and Bothwell Agency vice president, and George Young, first vice president and WPGH Pittsburgh manager.

BARON LEAVES FCC; JOINING SCHARFELD

THEODORE BARON, acting chief of FCC Law Dept.'s Motions and Rehearings Section, Broadcast Division, has resigned to join the Washington law firm of Arthur W. Scharfeld today (Monday). His resignation from the Commission was effective June 9 [CLOSED CIRCUIT, June 7].

Mr. Baron

Mr. Baron is to be succeeded at FCC by Robert H. Alford who has been with the Commission several years except for a brief period last fall.

Mr. Baron joined FCC in July 1946, assigned to the AM and New Facilities Section. He subsequently switched to the Motions and Rehearings Section, becoming acting chief of that section in October 1947. During the war Mr. Baron served in the Infantry and was retired in 1946 as first lieutenant. He had entered the Army in 1942 and served for some time as a trial judge advocate.

He received his A.B. degree from Washington U., St. Louis, in 1938 and took his LLB there in 1941. That same year Mr. Baron became member of the Missouri bar, engaging in private practice. He also did graduate work for a year at Yale Law School under a Sterling Fellowship. While at Washington U. he was editor of that school's *Law Review*.

MUSIC MAGAZINE POLL GIVES NBC TOP HONOR

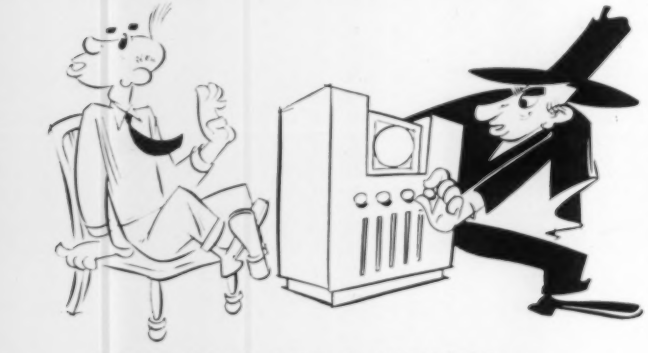
IN ITS FIFTH annual national radio poll, *Musical America* named NBC for the second year as the network which has "most faithfully served the cause of serious music." Also, Arturo Toscanini's production of Verdi's *Othello* on the NBC Symphony was chosen as the top musical event of the year.

When questioned on television, 74% of the 600 persons surveyed favored televising existing radio programs, while 97% suggested that the medium should develop new types of musical programs. Opera was a suggested favorite.

Four winners who have been consistently named favorites in the five years of voting were Conductor Toscanini, Singer Marian Anderson, *The Telephone Hour* on NBC and Milton Cross, ABC announcer-commentator.

The complete list of winners:

Symphony orchestra—New York Philharmonic-Symphony, CBS; symphony conductor (regular)—Arturo Toscanini, NBC; symphony conductor (guest)—Bruno Walter; concert and program conductor—Frank Black, NBC-CBS; orchestra with guest soloists—"Telephone Hour," NBC; program with featured artists—"Voice of Firestone," NBC; concert orchestra—Columbia Concert Orchestra, CBS; the lighter side—"American Album of Familiar Music," NBC; vocal ensemble—"Collegiate Chorale," no specific network; instrumental ensemble—"First Piano Quartet," NBC; instrumentalists — pianist, Artur Rubinstein; violinist, Jascha Heifetz; organist, E. Power Biggs, CBS; woman singer (regular)—Eleanor Steber, NBC; woman singer (occasional)—Marian Anderson; man singer (regular)—James Melton, NBC-CBS; man singer (occasional)—Ezio Pinza; of educational character—"Gateways to Music," CBS; announcer-commentator—Milton Cross, ABC, and best script material—Metropolitan Opera intermission features, ABC.



5000 WATTS DAY AND NIGHT

TUNE-OUTS ARE A MENACE

Twenty-five years ago when broadcasting was young (KFH started then) it was a common experience to have very poor programs bring in gratifying returns. Since then, because more programs are available on every radio dial, KFH has learned the importance of ENTERTAINMENT to hold its audience; if you don't give them what they want, they tune you out — quickly.

ARE YOU PAYING FOR TUNE-OUTS IN WICHITA?

The chances are, your lost audience has tuned-IN station KFH; we'll do our best to find a spot to get your message to them. Just call in a Petry man, he has the complete KFH story. If you wish, he will send the KFH open time schedule addressed to your personal attention.

TOP HOOPERATED OUTLET FOR YOUR ADVERTISING MESSAGE
CBS IN WICHITA, KANSAS, 1330 Kc.

KFH IS THE RADIO VOICE OF THE WICHITA EAGLE

KFH

REPRESENTED NATIONALLY BY PETRY

25TH ANNIVERSARY KFH, WICHITA, KANSAS

The BARBERRY ROOM
where RADIO EXECUTIVES meet to enjoy
Expert French Cuisine
19 E. 52nd St., NYC • PLAZA 3-5800

NOW AVAILABLE
to
RADIO
and
TELEVISION
STATIONS

A Completely New and Different Library Service

Featuring:

- Full Range Recording
  30 to 14,000 c.p.s.
  No Distracting Surface Noise
- Instrumental Selections Only
  No Vocals
- 10 Inch, 78 RPM Discs
- Forty Different Instrumental Groups
- Best Known Standards and Hits of The Day
- A Basic Library Plus Additional Monthly Releases
- Complete Catalogue
  Alphabetical by title,
  Numerical and Alphabetical by artists

For Further Details:
LONDON FULL RANGE LIBRARY SERVICE
16 West 22nd St., New York 10, N. Y.

A Division Of
The London Gramophone Corporation

THERE'S A
First Time
FOR EVERYTHING!

NOW... For the
First Time
YOU CAN DOMINATE
all WEST MICHIGAN
WITH WLAV *and* WLAV-FM

This is the most rapidly growing FM market in the country because, as you know, in this area only FM gives a strong, clear, interference-free signal that every advertiser wants. With our high popularity ABC and local programs, it covers the entire area of our important market. Let us give you full details . . . facts and figures. Take advantage of present low contract rates. Contact us now.

Now 3,000 watts. Soon 57,000.
ABC Network

WLAV *and* WLAV-FM
KEELER BUILDING, GRAND RAPIDS, MICHIGAN

Colman Is First Film Star In New Television Pool

RONALD COLMAN became the first major movie star to venture into the television film pool last week with disclosure that he had been signed by Ben Finney for production of 26 open end film half hours.

Although it is reported that Mr. Finney expects to shoot the series starting in August, it was unlikely that the total series would be shot in anticipation of a sponsor. It is the general feeling that only one or two will be made with a view to interesting sponsorship.

In addition, Mr. Colman is to narrate another 26 week film series plus the set he will act in, although negotiations had not been completed yet. Films would be shot on the Hal Roach lot.

Flood Aid

(*Continued from page 25*)

Portland between American Red Cross and Portland stations, KOIN's staff is meeting with all agencies involved in rehabilitation to help carry out this job. One of those participating in the project is George Wann of the KOIN news staff who lost everything in the flood except the clothes he was wearing.

While staffers of KOIN were covering activities June 2 at Vanport a helicopter crashed almost in their laps. Equipment was loaded quickly into the station wagon and in a few minutes the survivors, Coast Guard Lt. Bill Williams and *Life* Photographer Johnny Florea, were being interviewed. Tape was rushed back to the studios and broadcast within an hour after the crash.

Newscasters of CBC's Vancouver studios worked as a team in gathering news of floods in Fraser River area of British Columbia. Newcasts were aired at least six times a day through CBR Vancouver and CBC networks. Much studio news handling was done by program personnel while news staff was in flood area.

CKNW New Westminster, B. C., carried hourly newscasts, 24 hours a day, and interrupted all programs for flood flashes. Porch of CKNW's transmitter house has been used as 24-hour-a-day canteen to feed dyke workers.

KFBK Sacramento, Calif., covered Portland flood with its own staff. Three members went up on an Air Forces transport plane which was taking clothing contributed by employes of McClellan Field. Wire-recorded interviews were made and broadcast was fed to five other stations. Drive to raise donations for flood victims was also conducted in cooperation with American Red Cross.

FIFTEEN-CENT dividend has been announced by Admiral Corp., payable to stockholders of record June 30. Sales are reported at an all-time high, with demand for video receivers exceeding production capacity.

GRAPH-O-GRID
Football Score Chart Again Available

GRAPH-O-GRID, station promotion plan, is now being promoted by WITH Baltimore through three-color booklet. Sold on an exclusive franchise basis, Graph-O-Grid is a football score chart imprinted with station promotion. Each chart is approximately 13 by 24 inches and contains space to follow and score all four quarters of a football game.

In lots of 5,000 to 49,000 Graph-O-Grid costs stations six cents each. They can in turn be sold to stores at the same price and then sold to the public at ten cents. Station recovers its investment and by plugging their availability on the air has a chance to show potential sponsors the ability of radio to sell. Full details on Graph-O-Grid are available from Tom Tinsley, WITH, 7 East Lexington St., Baltimore, Md. Orders must be in by July 10.

WRXL Deleted

PERMIT and call letters of WRXL Grenada, Miss., were reported deleted last week by FCC as the authorization had expired and the station had not filed for modification of its permit. Grant initially had been issued in June 1947 to Robin Weaver, secretary of the Clarksdale (Miss.) Chamber of Commerce, trading as Grenada Broadcasting Co. Condition of grant was that station file for modification regarding site of transmitter and antenna [BROADCASTING, June 16, 1947].

FCC's Facsimile

(*Continued from page 24*)

3. The number of scanning lines per minute shall be 360.
4. The line-use ratio shall be 7/8 or 315° of the full scanning cycle.
5. The 1/8 cycle or 45° not included in the available scanning line shall be divided into 3 equal parts, the first 15° being used for transmission at approximately white level, the second 15° for transmission at approximately black level, and the third 15° for transmission at approximately white level.
6. An interval of not more than 12 seconds shall be available between two pages of subject copy, for the transmission of a page-separation signal and/or other services.
7. Amplitude modulation of subcarrier shall be used.
8. Subcarrier modulation shall normally vary approximately linearly with the optical density of the subject copy.
9. Negative modulation shall be used, i.e., maximum subcarrier amplitude and maximum radio frequency swing on black.
10. Subcarrier noise level shall be maintained at least 30 db below maximum (black) picture modulation level, at the radio transmitter input.

FEDERAL COMMUNICATIONS COMMISSION
T. J. Slowie
Secretary

Commissioner Jones believes that Facsmile broadcasting ought to be permitted on a commercial basis; however, he believes the licensee should be allowed to broadcast multiplex or simplex from 12:00 midnight to 6:00 a.m. and to broadcast simplex only from 6:00 a.m. to 12:00 midnight. In the period 6:00 a.m. to 12:00 midnight simplex broadcasting should not exceed one-fourth of the aural broadcasting time.
Adopted: June 9, 1948
Released: June 10, 1948

TV FIRM SPONSORING TELEVISION PROGRAM

THE AUSTIN CO., engineers and builders of television studios and transmitters, will become a sponsor of video tonight, June 14, when 23 stations air a weekly five-minute program, *Television Televised*.

Endorsement of the industry will be given by Austin, which plans a five-minute program, once a week for five weeks. The films, produced in Cleveland, Austin home office, depict the inside workings of television and how a video show is produced.

All of the following stations will telecast the series Monday evenings with the exception of WEWS-TV Cleveland, which has scheduled the programs for Tuesdays:

WNBT, WCBS-TV and WABD-TV New York, WPTZ-TV and WCAU-TV and WFIL-TV Philadelphia, WMAL-TV and WNBW-TV and WTTG-TV Washington, WMAR-TV and WBAL-TV Baltimore, WBZ-TV Boston, WRGB-TV Schenectady, WEWS-TV Cleveland, WLWT-TV Cincinnati, WWJ-TV Detroit, WBKB-TV and WGN-TV Chicago, WTMJ-TV Milwaukee, KSD-TV St. Louis, KSTP-TV Minneapolis-St. Paul and KTLA and KTSL-TV Los Angeles.

Summer Rate Offered

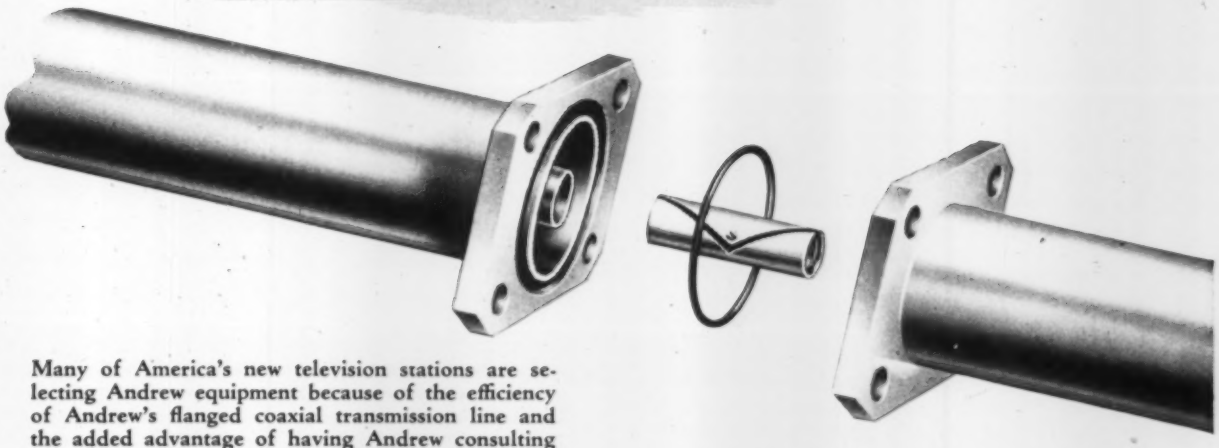
WABD New York, DuMont TV station, is offering its sustaining programs for summertime sponsorship at a 50% discount. Bargain applies to programs only, facilities charges to remain at card rate, and reduced program charges are to extend only through summer months, with advertisers paying full program price if they wish to continue through the fall and winter. Programs not picked up at bargain rates will probably be dropped and replaced by other and perhaps more salable shows.

Durr Farewell

CLIFFORD J. DURR, retiring as an FCC Commissioner at the end of his term on June 30, will be guest of honor at a farewell luncheon to be held June 19 under the sponsorship of the Washington chapters of the National Lawyers Guild. Speakers will include FCC Chairman Wayne Coy; Thurman Arnold, former Assistant Attorney General, and Sen. Claude Pepper (D-Fla.). The luncheon will be at Hotel Washington.

CANADA'S *FOURTH* MARKET
WINNIPEG
A "MUST" BUY
CKRC
630 KC. NOW 5000 WATTS
REPRESENTATIVE: WEED & CO.

WGN-TV selects ANDREW Television Transmission Line *and* ANDREW Installation Service



Many of America's new television stations are selecting Andrew equipment because of the efficiency of Andrew's flanged coaxial transmission line and the added advantage of having Andrew consulting engineers install it.

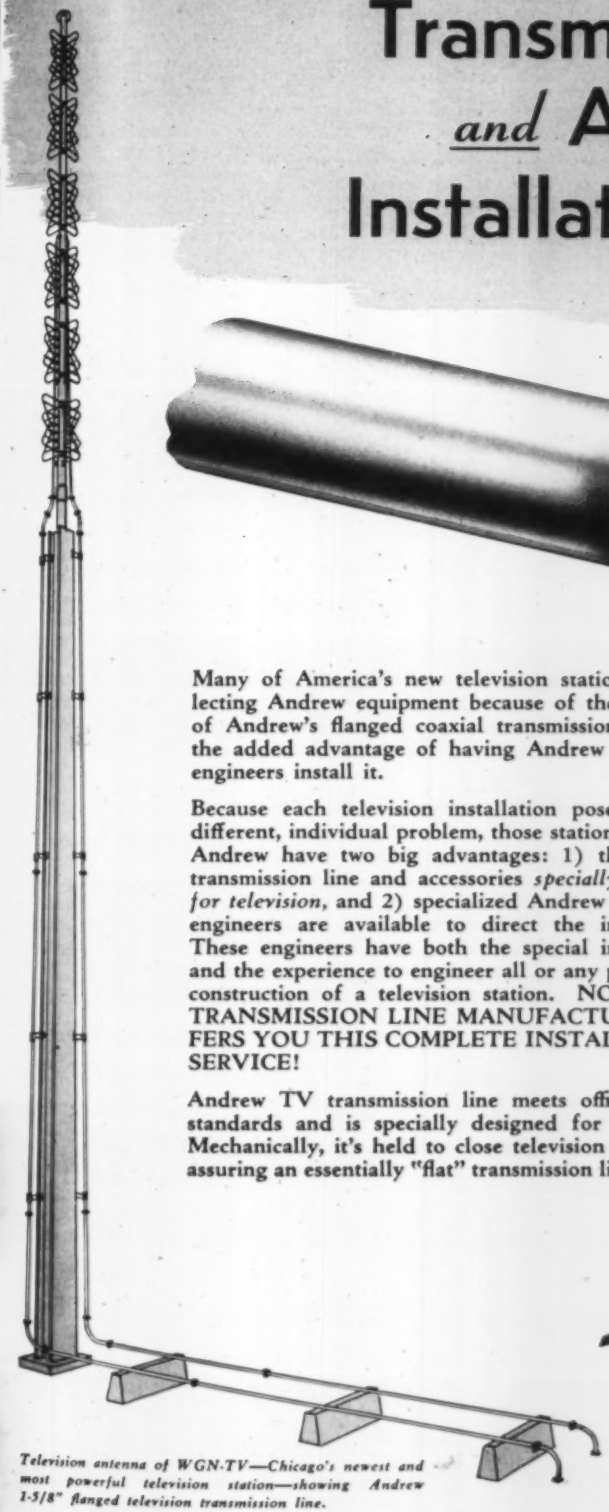
Because each television installation poses its own different, individual problem, those stations selecting Andrew have two big advantages: 1) they obtain transmission line and accessories *specially designed for television,* and 2) specialized Andrew consulting engineers are available to direct the installation. These engineers have both the special instruments and the experience to engineer all or any part of the construction of a television station. NO OTHER TRANSMISSION LINE MANUFACTURER OFFERS YOU THIS COMPLETE INSTALLATION SERVICE!

Andrew TV transmission line meets official RMA standards and is specially designed for television. Mechanically, it's held to close television tolerances assuring an essentially "flat" transmission line system.

Fabricated in twenty foot lengths with brass connector flanges silver brazed to the ends, sections can be easily bolted together with only a couple of small wrenches. Flanges are fitted with gaskets so that a completely solderless, gas-tight installation results. Markings on the outer conductor indicate where twenty foot sections may be cut to maintain the characteristic 51.5 ohm impedance.

WANT A TELEVISION STATION DESIGNED AND BUILT — FROM THE GROUND UP? LET ANDREW DO IT!

Write today for full details. Andrew will get you on the air.



Television antenna of WGN-TV—Chicago's newest and most powerful television station—showing Andrew 1-5/8" flanged television transmission line.

ANDREW

Andrew CORPORATION

363 EAST 75th STREET · CHICAGO 19

TRANSMISSION LINES FOR AM, FM, TV • DIRECTIONAL ANTENNA EQUIPMENT • ANTENNA TUNING UNITS • TOWER LIGHTING EQUIPMENT • CONSULTING ENGINEERING SERVICE

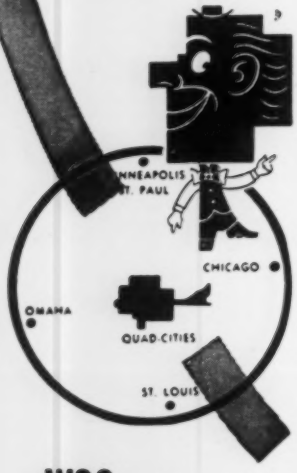
WOC

FIRST in the QUAD Cities

The 40th retail market

DAVENPORT
ROCK ISLAND
MOLINE
EAST MOLINE

"Third station in the country to maintain regular daily broadcasts."



WOC WOC-FM
5,000 Watts, 1420 Kc.
BASIC NBC Affiliate
Col. B. J. Palmer, Pres.
Buryl Lottridge, Mgr.
DAVENPORT, IOWA
National Representatives:
FREE & PETERS, Inc.

FINCH READIES PAID FAX PLANS FOR JULY

CAPT. W. G. H. FINCH, following the FCC's facsimile decision (story on page 24), declared that his station, WGHF New York, would pioneer with the first paid facsimile program on July 15. He said the transmissions, for local sponsors, would comprise four quarter-hour editions daily at hours and rates not yet determined.

The paper, Capt. Finch added, will be called *Air Press*, a name he has used since experimental fax demonstrations at the New York World's Fair. Production has already begun on 5,000 recorders and immediate delivery can be made of "a substantial number" of scanning units for stations.

The statement, in part, from the Finch organization following the FCC's action follows:

"A daily new magazine, replete with articles, features, pictures, drawings, graphs, comics and advertisements in full colors recorded in the home at a cost a little more than its newsstand price would be is predicted by Capt. W. G. H. Finch, owner and operator of WGHF New York, following the FCC announcement that facsimile broadcasting may now go commercial.

"Capt. Finch stated that WGHF will be the first on the air with facsimile in color.

"Finch station W2XBF was the original facsimile experimental station licensed 11 years ago . . . when the FCC desired to encourage such programs on the air to test public acceptance. Capt. Finch declared that the only thing holding back wide public acceptance of this new radio medium was the availability of an inexpensive recorder for utilizing ordinary untreated paper. This type of recording device now has come out of the laboratory and not only provides black and white recording on ordinary paper but does so in full colors. As yet no price has been announced for the color facsimile recorder, as it is known, but it is believed to be in the neighborhood of $100-$150. A slight modification of the average broadcast transmitter will be necessary to transmit color facsimile. For this purpose the Finch Co. is producing a broadcast station unit that will be placed on the market a little in advance of the recorder so that station owners and operators will have an opportunity to familiarize themselves with the use of the color facsimile process. These station units will be sold at about $1500 per unit."

Upcoming

~~June~~ 21-24: Republican National Convention, Philadelphia.

June 21-25: American Institute of Electrical Engineers, summer general meeting, Mexico City, Mex.

June 22-23: National Retail Dry Goods Assn., promotion and display clinic, Hotel Pennsylvania, New York.

June 23-24: Missouri State Broadcasters Assn., organizational meeting of Missouri station managers.

June 23-26: Newspaper Advertising Executives Assn., summer conference, Chateau Frontenac, Quebec, Canada.

June 25-26: Kentucky Broadcasters Assn., spring meeting, Seelback Hotel, Louisville, Ky.

June 30-July 9: Inter-American Assn. of Broadcasters Congress, Buenos Aires.

Fax Standards

(*Continued from page 24*)

carried on in the range between 12,000 and 15,000 cycles.

Experiments, using 4.1-inch recorders, have indicated that the background noise is slight and not objectionable. It appears that this system would be applicable to systems employing 8.2-inch recorders and that a higher sub-carrier frequency could be employed so that the modulating frequencies for facsimile would generally be beyond the audible range. It is apparent that such a system of multiplexing could be carried on during part of the broadcast day without adverse effect on FM broadcasting since a well-rounded FM service will inevitably have some time devoted to programs which do not require the full tonal response of which FM is capable, e.g., talks, plays, discussions, etc.

The Commission's decision was lauded by John V. L. Hogan, one of facsimile's pioneers and the owner of Radio Inventions and Faximile Inc., and by Philip G. Loucks, Washington counsel for the Hogan interests, who has been closely concerned with development of the art for the last 15 years. Capt. W. G. H. Finch of Finch Telecommunications, another pioneer, greeted the decision with an announcement that his WGHF New York would offer the first paid facsimile programs to local sponsors on July 15.

The 11 authorized experimental facsimile stations include two operating under licenses — one by WBNS Columbus, Ohio, and one by WHAS Louisville — and nine operated by FM stations under temporary authorizations: WGHF New York; WCAU and WFIL Philadelphia; WQAM Miami; KPRO Riverside, Calif.; WBBB Burlington, N. C.; WOCB New Bedford, Mass.; WAKR Akron, and KRSC Seattle.

Open Mike

(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

Thanks From an FMer

EDITOR, BROADCASTING:

Please accept the thanks of a struggling FM independent broadcaster for your sound, logical editorial "TV Arithmetic" in the [May 10] issue of BROADCASTING.

FM is still the unwanted stepchild of broadcasting, and the enthusiastic manner in which the large broadcasting interests are pushing TV is serving to throw just another obstacle in the path of FM. But the blame for the slow development of FM cannot entirely be placed on the shoulders of TV or AM.

Just as long as some FM broadcasters follow their current policy of merely skimming the edge of FCC minimum requirements, doing a sloppy job of programming. . . .

Paul W. Reed
Manager
WFAH Alliance, Ohio

* * *

Mr. Heffron Disagrees

EDITOR, BROADCASTING:

In your lead editorial for May 24 you express tremendous gratification in Wayne Coy's NAB Convention speech, and add: "There was nary a mention of the Blue Book, of regulation, or of profits." But according to the text of the talk released by FCC, Mr. Coy said, "radio frequencies are among the most valuable resources *that the American people own today* . . . Since these channels are *public property*, the deciding factor in determining . . . who shall be entrusted with a channel . . . must be *the public interest* . . . this plan of *lending* these *publicly-owned* frequencies for private use has been profitable . . . an enterprise *invested with such vast public interest* should not be, and cannot be, permitted to be exploited exclusively for private profit. I applaud those who appreciate that they *must* operate their stations as *public service institutions* for the community and the nation" (italics added).

It seems to me that you have gone pretty far in passing over these highly significant passages, to be explained only by your determination to establish, at all costs, the notion that radio programs should be completely free of public regulation.

Edward J. Heffron
New York

EDITOR'S NOTE: Mr. Heffron makes no mention of our news coverage of Mr. Coy's address. There has been no complaint from Mr. Coy.

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Montreal	Canadian Marconi Company	
Los Angeles	Gates Radio Co., 574 Hargrave St., Inglewood	Tel. OR-81875
Export	Westinghouse, 40 Wall St., New York City	Tel. WH-34321

GRAZIANO-ZALE FIGHT UNAVAILABLE FOR TV

PLANS for televising the Graziano-Zale middleweight championship bout last week came to an abrupt end on Tuesday night, day before the fight was scheduled, when advance ticket sales totaled only $276,000, $74,000 less than the minimum specified by the promoter before video rights would be granted. P. Ballantine & Sons, Newark brewer, sponsor of the coast-to-coast broadcast of the bout on Mutual, was ready to sponsor a telecast on a six-station DuMont hookup as well, with $30,000 offered for the video rights.

But the tournament of champions bout promoter declined to talk about television until $350,000 worth of tickets had been sold and stood pat on that decision despite last minute pressure from DuMont officials, who were supported by New Jersey political and business leaders. One word led to another less temperate one and by Wednesday afternoon the chances of any video deal were definitely dead, despite the fact at that time that the bout might have to be postponed because of unpropitious weather.

WESTERN ELECTRIC Co. board on June 8 declared a dividend of $1.00 per share on outstanding capital stock payable on June 30 to stockholders of record June 24.

AFM

(*Continued from page 25*)

means of preserving the cause of American labor. This was followed by the showing of newsreels of the AFM generalissimo in single combat with a House subcommittee in Washington.

As if to sugar-coat Mr. Petrillo's uncommonly gloomy message, the convention had begun on a festive note provided by two Hawaiian members from Honolulu Local 677. The lady member did a hula to Ukelele accompaniment, and then draped bright orange leis around the necks of Mr. Petrillo and other AFM dignitaries seated on the stage, bringing ribald comments from the floor.

Milton Diamond, AFM general counsel, addressed the convention on Wednesday, after a one-day recess. Mr. Diamond devoted his time to lavish praise of Mr. Petrillo, and to repeating in more elegant language the latter's lament that recording is killing live music: "This is no unthinking and obstinate tilting between man and the unyielding windmill of technological progress. No one yet has devised a way of making music without a fiddler . . ."

Mr. Diamond was followed on the rostrum by Franklin D. Roosevelt Jr., a member of the law firm of Poletti, Diamond, Freidin & MacKay, one of the four law firms retained by the AFM. Mr. Roosevelt said it was a great privilege to work with the union ". . . for the continuation . . . of the principles for which . . . my father gave so many years of his life." He praised the AFM for its "early rejection of Communism as just another form of reaction long before it became a national hysterical issue." When he finished a ten-minute speech the delegates gave the late President's son an ovation second only to those accorded Mr. Petrillo himself.

Mr. Roosevelt was followed on the platform by Henry Kaiser, another AFM attorney, who discussed the interstate commerce aspects of the Lea Act and the Taft-Hartley Law, which he attacked heatedly. He advised the delegates to tell their locals to proceed in all cases "except those involving radio and Hollywood," as though the Taft-Hartley Law did not apply.

The speaker who followed was still another big gun from the AFM legal battery. Caught up in the excitement of his oratory, he made two biting references to the evils of "the Hart-Taftley Bill," which convulsed the audience, to his bewilderment.

Weber Continues Attack

Mr. Petrillo then introduced his immediate predecessor as AFM president, Joe Weber, who taking his cue from the last speaker and improving somewhat on his tongue-twister, tore hammer and tongs into "Mr. Hart Taft and his colleagues." Mr. Weber mentioned in passing that only two-fifths of the AFM's 232,000 members are full-time musicians.

Mr. Weber, in his role as elder statesman of the AFM, also took the liberty of observing that while he did not always agree with Mr. Petrillo's conduct of the union's affairs, he was pleased to admit the latter never made a mistake "of the heart," and only seldom one "of the mind." This was the only hint during the convention that Mr. Petrillo's halo fits him a bit like a French Horn.

Truman Speaks in L. A.

PRES. TRUMAN'S address to be made today (June 14) before Los Angeles Press Club at Ambassador Hotel will be broadcast over entire ABC network and televised on KTLA Los Angeles from 1:30-2 p.m., PDT. Two other speeches made by the President on his current West Coast visit have also been aired, his "Foreign Policy" speech of June 12 from U. of Calif., Berkeley, over the four networks; and June 10 address on "Reclamation, Conservation and Public Power" from Seattle, transcribed on full ABC network.

PUPPET'S NEW LOOK

Real-Life Story Even Funnier Than Fictional TV Tale

NEW LOOK in Presidential puppet candidates was disclosed June 8 by Howdy Doody on Bob Smith *Howdy Doody Show* put on for the younger video viewers on NBC's television network, Tues.-Thurs.-Sat., 5-5:30 p.m.

Absent from the program since May 11, the precocious puppet was supposedly on a Western tour as part of his campaign for the White House, a gag which had cost NBC dearly when an offer of Howdy Doody campaign buttons pulled almost 60,000 requests. In Hollywood, the story went, he had seen his opponent, Mr. X, and had been so impressed with his looks that he (Howdy Doody) promptly arranged to have his own face lifted.

Behind the fictional telecast tale was an even funnier real life story. Frank Paris, puppeteer and maker of the original Howdy Doody doll, got into an argument with NBC over wages and working conditions and walked out, taking his puppet and himself to WPIX (TV) New York.

NBC, however, owns the program, whose fast-thinking conductor, Bob Smith, cooked up the tour on a moment's notice to get by for that day's show and subsequently used the face-lifting story to do some face-saving all around.

Film Council Speakers

NORMAN BLACKBURN, national director of video programming for NBC; Ed Evans, director of films for CBS; Kendall Foster, television director of William Esty Co., and Gene Martel, Eastern talent scout for Paramount Pictures and president, Screen Directors Guild, will be guest speakers at a dinner meeting of the National Television Film Council June 17 at the Williams Club, New York. Council was formed last winter to attempt to facilitate the production and distribution of films for television.

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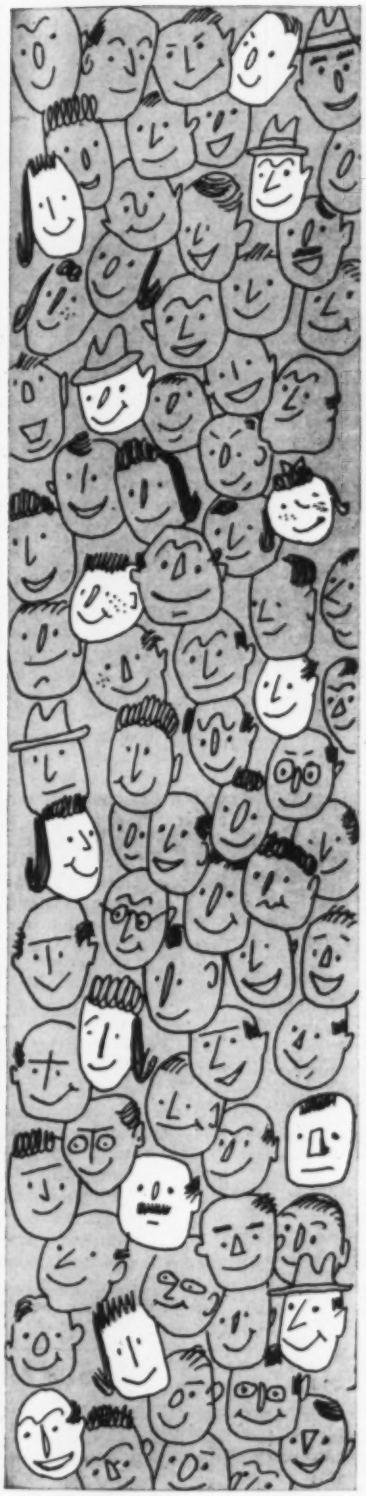

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after only 8 years offers you 220% more listeners in Los Angeles, now the No. 3 market in the nation!

Did you know that, since 1940, retail sales in metropolitan Los Angeles have increased 174% . . . effective buying income has increased 160%?

And did you know that KECA has more than kept up with this phenomenal expansion, with both its facilities and its programs? Today, KECA has 220% more actual listeners than it had eight years ago . . . and it offers some remarkably effective buys, both local and co-op. The news shows listed below, for example, are particularly good buys in this vital market, in this election year . . .

* *

MAKE HAY IN L. A.! Hand-pick your audience with one of these available news programs. On co-op shows you pay only KECA's share of total network costs.

America's Town Meeting of the Air. 9:00 pm Tuesdays. *Both sides* of issues in the news. Famous [SOLD] and a big ready-made audience of [SOLD] loyal listeners. Tops in *prestige* among co-op shows!

Martin Agronsky. 6:30 am Monday-Friday. Hard-hitting, fearless reporting from Washington, where eyes are focussed more than ever this year! Co-op.

Elmer Davis. 10:30 pm Monday-Friday. Recent winner of the famed Peabody Award, top honor in radio. He's the "commentator of the year"! *You* can sponsor him in the Los Angeles area!

11th Hour News. 11 pm Monday-Friday. Keen, concise analysis of the news for the big late-night Los Angeles audience. Available at surprisingly low KECA Class "D" rates.

Hank Weaver. 10:15 pm Monday-Friday. Lively round-up of the news, with just enough local items to win him a whale of a following in Los Angeles area. A local show, it's a KECA-winner!

Call the ABC spot sales office nearest you for information about any or all of these stations:

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THE PIONEER 50,000 WATT STATION OF THE PACIFIC NORTHWEST

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Hennock

(*Continued from page 21*)

Maine, participated intermittently during the closed-door proceedings.

Since Miss Hennock's nomination it was learned that substantial support for her confirmation emanated from high quarters, both Republican and Democratic. Women's groups likewise were said to have rallied to her, irrespective of party lines, and on the ground that the woman's viewpoint should be reflected on the agency.

Senators, it was reported, impressed upon the nominee the need for judicial handling of matters before the Commission. There was also discussed the paucity of women holding high federal office.

Miss Hennock's confirmation would be for a seven-year term. The political balance on the Commission would remain undisturbed, since she would replace Democratic Durr. Democratic membership then would be Chaiman Coy and Vice Chairman Walker plus Miss Hennock; Republicans, Hyde, Jones and Sterling, and independent, Webster.

Originally, Miss Hennock had been asked to appear before the subcommitte on Tuesday. Contacted Monday by Senator Brewster's office, she was at home ill with an infected tooth, but left New York Tuesday night for her Wednesday appearance.

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POLK

Finance Group Organized To Press Murder Probe

FORMATION of a finance group to provide funds for the Overseas Writers Committee to inquire into the murder of George Polk, former CBS correspondent in Greece, was announced last Wednesday in Washington. Eugene Meyer, chairman of the board of the *Washington Post*, has accepted the chairmanship of the finance group. Others who accepted membership on the committee are:

Maj. Gen. Julius Ochs Adler, vice president and general manager of "The New York Times"; Seymour Berkson, general manager, International News Service; Erwin D. Canham, president of the American Society of Newspaper Editors and editor of "The Christian Science Monitor"; Mark F. Ethridge, publisher of "The Louisville Courier-Journal" and recently American representative on the UN Balkan Commission; Roy E. Larsen, president of "Time," "Life" and "Fortune"; Benjamin M. McKelway, editor of "The Washington Star"; William S. Paley, chairman of the board, CBS; Dewitt Wallace, editor of "Reader's Digest," and Daniel W. Bell, president of the American Security and Trust Co. and former Under Secretary of the Treasurer, who will serve as treasurer.

Investigation into the murder of Mr. Polk, who was found trussed and shot in Salonika Bay, near Athens, has thus far proved fruitless, according to information reaching CBS headquarters in New York last week.

Two CBS reporters, Winston Burdette and John Secondari, who were dispatched to Greece after the slaying of Mr. Polk, reported that no conclusions could be reached on the basis of present information, Davidson Taylor, CBS vice president in charge of public affairs, said.

William J. Donovan, wartime director of the Office of Strategic Services, arrived in Greece last week to investigate the slaying. Mr. Donovan, an attorney, will stage a separate investigation in behalf of American newspaper correspondents.

TV Channels

(*Continued from page 30*)

Baltimore on Channel 13 (210-216 mc); A. S. Abell Co., permittee of WMAR-TV Baltimore on Channel 2 (54-60 mc), and by Hearst Radio Inc., permittee of WBAL-TV Baltimore, Channel 11 (198-204 mc).

WTOP, 50-kw outlet on 1500 kc of which CBS has sold 55% to the *Washington Post* subject to FCC consent, proposes that Channel 12 be switched from Fredericksburg, Va., with Channel 2 assigned there instead. Although station claims this to be workable through use of directional antenna, the Baltimore opposition claims it isn't.

WAAM contends the introduction of use of directional arrays in the hearing goes beyond the scope of the proceeding. Station said in its petition that the fundamental purpose of the hearing is to secure equitable distribution of the presently available non-directional, interference-free television facilities and to consider directional antennas now "is accordingly premature and can only tend to confuse and obfuscate the purpose of the present proceeding." A separate hearing on directionals was suggested.

Both WMAR-TV and WBAL-TV claimed objectionable interference would result from the proposed WTOP operation.

Warner Bros. Pictures Inc., applicant for Channel 13 at Chicago, indicated it would appear to defend retention of its requested facility there as one of seven channels required. Pawtucket Broadcasting Co., licensee of WFCI Pawtucket, R. I., seeks appearance to argue for reassignment of the New England allocations.

Television California, San Francisco applicant for Channel 11 headed by Edwin W. Pauley, stated proposal to add Channel 12 to Stockton, Calif., would cause adjacent channel interference. Sarkes and Mary Tarzian, permittee of WTTV Bloomington, Ind., on Channel 10 (192-198 mc), plan to defend proposals that Channel 10 be returned to Indianapolis. WTTV owners state station, almost ready to take air, was granted a year ago and no opposition had been received until present time.

Empire Coil Co., permittee of WXEL Cleveland, on Channel 9 (186-192 mc), plans to oppose use of Channel 11 at Toledo as a metropolitan facility. FCC proposes to reshuffle Cleveland assignments, switching Channel 11 for 9.

United Broadcasting Corp., Pittsburgh, and Dispatch Inc., permittee of WICU Erie, Pa., also propose to appear at the hearing.

WROV-FM Roanoke, Va., Starts Program Service

WROV-FM Roanoke, Va., has begun regular programming, according to Frank Koehler, general manager of Radio Roanoke Inc., licensee. Station is on Channel 273, 103.7 mc, with 3 kw.

WROV-FM is on the air 6 a.m.-midnight and duplicates all Mutual and local programs of WROV. Western Electric equipment is in use.

Overseas Radio

(*Continued from page 28*)

government spokesmen have a dominant voice, with free broadcasting having only a small advisory voice at any stage.

Judge Miller reviewed abuses of radio by dictator nations and quoted statesments by members of the British Parliament showing flaws in the BBC and advantages of U. S. free broadcasting. He outlined self-regulatory methods of U. S. broadcasters including adoption of the Standards of Practice May 19 at the Los Angeles convention.

Graybar recommends...

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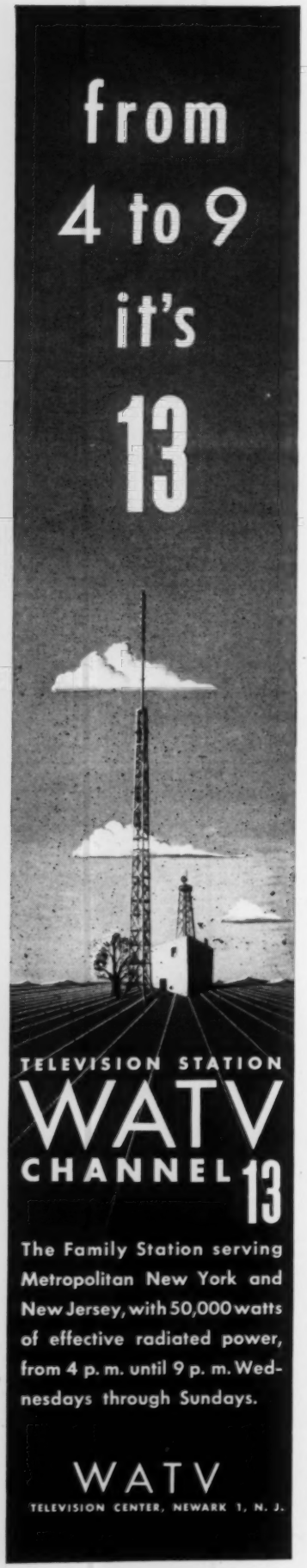
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White Bill

(*Continued from page 21*)

that it is in the public interest to establish new rules governing licensees, where the authority of the Act for such action is clear, it has a regular definite procedure to follow which permits parties interested to state their views.

But to write a decision which censures a licensee and establishes a new course of conduct for him, and that course of conduct is inferentially prescribed for all licensees by that decision, is a thoroughly bad and indefensible procedure. It is contrary to every concept of American jurisprudence; it smacks of cunning and clever legal subterfuge; it is that type of administration that has brought the Commission into ill repute; it is the principal reason for the strengthened administrative procedure recommended in this bill.

Sen. White, discussing the bill, conceded that the censorship provision would be the most controversial portion but said he felt that "a very substantial portion of the radio industry," after studying the entire measure, "will either affirmatively support or acquiesce in it."

Aside from the breakdown of the Commission into panels and the addition of the 50-kw power limitation, the revised bill is substantially the same as the version released last December [text, BROADCASTING, Dec. 29].

The provisions eliminating the "double jeopardy" anti-trust sections of the present law, the elimination of FCC's present Aveo Rule on station transfers, the identification of news and editorial comment as proposed by Radio Correspondents Assn., provision providing for issuance of cease-and-desist orders and governing revocation proceedings, the section on political broadcasts including an exemption of stations from libel liability, the pay raises for key staff executives, and the revised appellate procedures are all unchanged in substance from the December version.

Two 3-Man Panels

The seven-man Commission would be divided into two three-man panels, with no Commissioner to serve on both panels simultaneously except temporarily in case of emergency. The chairman would be the Commission's executive officer; the chairmanship would rotate annually, with each member holding the office during the last year of his seven-year term.

The Broadcast Panel would have jurisdiction over "questions of substance and procedure . . . relating to wire and radio communications intended to be received by the public directly, or services exclusively related thereto of a non-common carrier nature." The Communications Panel would have similar jurisdiction in the common carrier and the safety and special services fields. The full Commission would have jurisdiction over general rules and regulations, allocations, appointment of FCC employes and officers, licensing of radio operators, and diathermy and industrial hearing.

Each panel would elect its own chairman annually. Panel actions would be reviewable by the full Commission and appealable from the Commission to the courts.

The December draft's section forbidding FCC employes to accept jobs with companies under FCC jurisdiction for a year after leaving the Commission is eliminated, but a comparable prohibition against Commission members accepting such jobs during the term for which they were appointed is retained.

Not more than four Commissioners could be members of the same political party—as in the present law—and neither panel could have all three members of the same party.

In reporting the amended bill, the committee viewed the measure as "an important step forward in freeing the industry more than ever before from the shackles of Government regulation."

'Restricted' Power

The committee said it had "accepted in good faith the plea of men in the industry to 'let us set our own house in order'; the committee has definitely limited the power of government."

It characterized the program-review provision as granting FCC a "restricted" power, declaring that "if and when that agency does hold that the public interest is not being served and attempts revocation of a license, the licensee has been fortified with procedural and judicial safeguards heretofore not vouchsafed in a similar circumstance."

The report offered a section-by-section breakdown comparing the amended bill with existing law.

The $5,000 pay raise proposed for Commissioners was designed to "help attract to Government services the type of personnel so urgently needed." To ease individual Commissioners' workloads, the bill would increase the maximum salaries for personal assistants from $4,000 to $8,500. The increases provided for other staff executives would not bring their pay up to the actual salaries they now receive under general legislation applicable to all government employes.

Stepping Stones to Industry

The committee attacked the "growing practice of using appointments to high government posts as stepping stones to important positions in private industries which have business before the Commission."

The panel system, it was felt, would greatly expedite the Commission's work.

With respect to the 50-kw limitation on power, the committee was hopeful that in the negotiations for a new NARBA the question of power may be "equitably settled among all the signatories so that the use of power for radio stations will be uniform and fair among the countries of North America." Late 1949 is tentative date for the next NARBA conference.

The cease-and-desist powers were proposed for the Commission, according to the report, because FCC now "is reluctant to revoke a license for a minor offense and therefore minor offenses may be committed almost with impunity," while there still exists "no clear distinction between types of offenses."

Reviewing the proposed new section of political broadcasts, which is virtually unchanged from the December version, the committee observed—without referring to individual Congressmen's frequent complaints against increased rates for political time—that "it may be noted, incidentally, that the public welfare is better served when there is no tax on free speech, i.e., where the right to speak does not depend upon the financial ability of the would-be speaker."

The report continued:

. . . The testimony before the committee and the facts available to it clearly demonstrate that the overwhelming majority of licensees at the present time do attempt to maintain the proposed standards of fairness and equality now recommended to be written into the law . . .

NO SETTLEMENT SEEN IN STRIKE AT WFIL

STRIKE of 43 engineers of Broadcast Local 1, American Communications Association against WFIL Stations, Philadelphia, went into its seventh week Saturday with both sides showing no signs of moving toward settlement.

Stations continued broadcasting with supervisory personnel while union members were picketing in the usual numbers.

Union members obeyed a Common Pleas Court order forbidding picketing of sponsors' places of business. This injunction, however, merely caused them to change tactics. In addition to the station picketing they are "parade picketing" through the center of town carrying signs indicating sponsors who are advertising on the WFIL stations despite the strike. Union spokesman said that the union did not regard the injunction as forbidding such activity and that the union regarded such "parade picketing" as a proper exercise of free speech.

NLRB election scheduled for June 8 was postponed for the third time—this time to June 22. Purpose of election is to determine whether the ACA or International Alliance of Theatrical Stage Employes and Picture Machine Operators of the United States and Canada represents the TV engineers. Company has claimed that it is because of this jurisdictional dispute that it has been unable to reach any accord.

Postponement again of NLRB election followed an injunction action filed in Federal District Court by ACA.

Seven-Tower Array Using BLAW-KNOX Self-Supporting Towers

This seven-tower directional array was designed to protect several stations operating on the same frequency. Six towers are used during the night and the seventh, with two night pattern towers, give excellent daytime coverage. Due to the location it was necessary to place gravel fills through the ice to a depth of over 30 ft. before pile foundations could be driven to solid ground. Towers are Blaw-Knox Type CN, base insulated 225 ft. high.

BLAW-KNOX DIVISION of Blaw-Knox Company
2038 FARMERS BANK BUILDING
PITTSBURGH 22, PA.

BLAW KNOX

BLAW-KNOX DIVISION
OF BLAW-KNOX COMPANY

Practical Shop Training in

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Oldest, Largest, Best Equipped School of Its Kind in U. S.

COYNE trains you for steady, well-paid jobs in Radio Manufacturing, Servicing, Sound Systems, F.M. and Television. Hundreds of Graduates in the Industry. Also shop course in Electricity, including Motors, Power Plants, Wiring, Electronics. Mail coupon for FREE BOOK on field you prefer.

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ADDRESS.....
CITY.....STATE.....

TV VAUDEVILLE

Texas Co. Tries Hour Show

By BRUCE ROBERTSON

ONE of the fondest hopes of the old-time vaudeville fan, to say nothing of the old-time vaudeville actor, is that television will bring back in the American family living room the variety bills that used to lay 'em in the aisles at the Palace 20, 30 or more years ago in the halycon days before the two-a-day finally succumbed to the ubiquitous motion picture.

The Texas Co. and its agency, Kudner Agency Inc., last week embarked on a valiant no-money-spared atttempt to make those hopes come true by launching on NBC's television network a full hour televersion of an old-time variety bill, complete from acrobats and blues singer to a ventriloquist, and featuring one of vaudeville's younger veterans, Milton Berle, as m.c. *The Texaco Star Theatre* uses the same name as the company's radio program, but in its opening bill at least, avoided all radio mannerisms in a wholehearted reversion to the techniques of the variety stage.

This was even and especially true of the commercial—and there was only one, spotted in the middle of the show. Opening and closing commercials were limited to spoken credit lines while the camera focused on a miniature stage whose curtain was inscribed "The Texaco Star Theatre." To deliver the sales talk on the opening night's show the sponsor engaged Sid Stone, whose monolog act, "The Grifter," is as famed as any other on the bill.

Beginning his familiar pitchman routine "Get away from me, boys, ya bother me," and his demonstration of the "latest 1948 streamlined handy-dandy potato peeler," Mr. Stone soon started to work Texaco products into his act.

"Just a minute, Madam. I heard that remark. You say you want more for your money. All right. I'll tell ya what I'm gonna do. As a special added inducement, I'm gonna give away with each and every ten-cent potato peeler one of my Marfak lubrication specials, a complete squeak-killin', easy-ridin' treatment for your motor car (holds up chart) always applied by chart, never by chance. Do you wanna kill the hills, tame traffic, get a kick outta drivin' ya never had before? Listen, with each and every handy-dandy potato peeler I'm also gonna give ya a tankful of that scintillatin', titillatin' gasoline, Sky Chief or Fire Chief.

"All right, what else am I gonna give away? I'm gonna throw in a can of my double-dipped, double-strength Havoline new and improved motor oil (holds up can). You work hard all day, usin' your vocal chords. Natcherly, your larynx gets tired. The more you talk, the hoarser you get (into whisper). (Drinks from Havoline can, then shouts). And your voice comes right back!

"To further illustrate the therapeutic and medicinal value of this marvelous new and improved Havoline motor oil, I'm gonna illustrate by showing you a real life-sized picture of one of my satisfied users (shows caricatured sketch of dilapidated Model T) before taking my Havoline motor oil. Here we have the worn-out, the emaciated, the neurotic automobile. I want ya to notice the spark plugs don't spark, the carburetor don't carb, the horn don't honk (pushes horn on sketch, no response).

Transition!

"Now, Friends, this is caused by the oil leaving the medulla oblongata and traveling through the varicose veins. (Demonstrates on sketch). You see, the oil rushes right down to the lower extremities. It takes one look at the flat tires and rushes right back up again. And once again I want ya to notice, the horn don't honk (demonstrates again) as we turn to exhibit 2 (sketch of caricatured beautiful new car). After takin' new and improved Havoline motor oil, I want ya to notice the horn honks (touches horn, siren wails). Now, friends, that's because the new and improved Havoline oil misses nothin', puttin' new life in any car because it cleans as it lubricates."

The appearance of a policeman brought the act—and the commercial—to an abrupt close as the pitchman rushed from the stage with his hastily collapsed tripod-and-suitcase in his arms.

TV Grant Issued Rock Island Outlet

Commission Also Sets Aside CP For KOMO Video

SECOND VIDEO station for Rock Island, Ill.-Davenport, Iowa, area was approved last Wednesday by FCC with issuance of construction permit for television Channel 4 (66-72 mc) to Rock Island Broadcasting Co., licensee of WHBF Rock Island.

At the same time the Commission also adopted an order rescinding and setting aside an earlier grant to Fisher's Blend Stations Inc. (KOMO) and designated the request for consolidated hearing with four other applications for the three channels remaining open [BROADCASTING, June 7].

The television outlet of WHBF will operate with effective radiated power of 13.6 kw visual and 7.6 kw aural. Antenna height above average terrain is 400 ft. Estimated initial cost of the station is given as $177,200. First year operating cost is expected to be $60,000 while revenue is estimated at $30,000.

The first video grant to the Rock Island-Davenport area had been made the previous week to Central Broadcasting Co., licensee of WHO Des Moines and affiliated in ownership of WOC Davenport. Channel 5 (76-82 mc) was assigned. Two other channels remain available there and no requests are pending at present.

In setting aside the Seattle authorization the Commission explained that the KOMO application and two other requests had been pending for the three channels available, but late on June 1, day before granting KOMO, a fourth request was received. This was from KING Broadcasting Co. Action to grant KOMO was taken by the Commission before its legal and engineering staffs had learned of the KING request which put the applications into comparative hearing according to the principle of the Ashbacker case, FCC explained. Now five applicants are competing for three facilities.

Seattle already has one TV station authorized through an earlier grant of Channel 2 (54-60 mc) to Radio Sales Corp., licensee of KRSC that city.

More listeners in the Texarkana area than all other stations combined.

For availabilities write Frank O. Myers, KCMC, Inc., Texarkana, U. S. A.

National Representatives
TAYLOR-HOWE-SNOWDEN
Radio Sales

KCMC and KCMC-FM

PLACE THE MIKE WHERE YOU WANT IT... *Instantly!*

Having a microphone with the proper pick-up pattern is one thing, but putting that mike in the *right place,* at the *right time,* is a problem that plagues you daily. Especially do you encounter it in table pick-ups, in dramatic and orchestral presentations, in any group broadcast where the mike must be shunted from one person to another.

It is here that you need the *flexibility* and *long reach* of a Dazor *Floating* Arm. For the mike, when attached to this fixture, may be raised, lowered, pushed, pulled, tilted or rotated in a circle with a touch of your fingers. It is held firmly and automatically in the position chosen, and at the exact angle placed, by a patented self-balancing mechanism. No locking necessary.

In radio broadcasting and studio recording the Dazor-floated microphone reduces set-up time, permits a wider working radius and easier, more complete control of background disturbances. It also makes possible livelier and more spontaneous programs . . . a *must* in night clubs, theaters and dance halls. Recommended for airport and railroad control towers, police radio networks—wherever microphone *flexibility, convenience* and *added working comfort* are sought.

Phone Your Dazor Distributor for full details. For his name, if unknown to you, write Dazor Manufacturing Corp., 4481-87 Duncan Ave., St. Louis 10, Mo. *In Canada* address inquiries to Amalgamated Electric Corporation Limited, Toronto 6, Ontario.

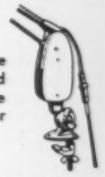
ADAPTED FROM THE POPULAR DAZOR FLOATING LAMP

MOVES FREELY INTO ANY POSITION AND STAYS PUT—*WITHOUT LOCKING*

CHOICE OF 2 BASES

UNIVERSAL

With this combination base the Dazor may be clamped or screwed to any surface —horizontal, sloping or vertical.



PEDESTAL

This base, a portable floor-type fixture, is equipped with rubber pads to absorb shock.

DAZOR FLOATING ARM FOR MICROPHONES

TIME-TESTED
Beulah Karney's
MEAL-OF-THE-DAY
Ready for Delivery
In a full 52-Weeks of recordings
•
This 5-minute open-end daily transcribed feature costs little more than a spot announcement. Audition and brochure on request.
•
BEULAH KARNEY, INC.
228 North La Salle Street
Chicago 1

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SUMMER RADIO WORKSHOP
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Professional radio training for professionals in the world communications capital
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Nielsen Radio Index Top Programs

REPORT WEEK OF MAY 2-8, 1948

(COAST-TO-COAST, INCLUDING SMALL-TOWN, FARM, AND URBAN HOMES)

RANK OF TOP PROGRAMS—Type E-1: Evening, Once-a-week, 15-60 Min.; Type E-5: Evening, 2 to 5-a-week, 5-30 Min.; Type D-1: Day, Sat. or Sun., 5-60 Min.; Type D-5: Day, 2 to 5-a-week, 15-30 Min.

	TOTAL AUDIENCE					AVERAGE AUDIENCE				
	Cur. Rank	Prev. Rank	Program	Cur. Rating	Points Change	Cur. Rank	Prev. Rank	Program	Cur. Rating	Points Change
E-1	1	1	Lux Theatre	30.8	−2.5	1	1	Lux Theatre	21.0	−3.6
	2	5	McGee & Molly	25.3	+2.7	2	5	McGee & Molly	20.4	+2.1
	3	2	Godfrey's Scouts	22.2	−4.1	3	2	Godfrey's Scouts	18.1	−3.5
	4	14	Mr. District Atty.	22.2	+2.4	4	10	Mr. District Atty.	18.0	+2.0
	5	7	Amos 'n' Andy	21.5	−0.7	5	3	My Friend Irma	17.9	−0.9
	6	3	My Friend Irma	21.2	−2.3	6	8	Amos 'n' Andy	17.5	+0.3
	7	NR	Bob Hope	20.5	+1.7	7	4	Jergens Journal	16.9	−1.7
	8	8	Fitch Bandwagon	20.2	−1.7	8	7	Jack Benny	16.2	−1.5
	9	4	Jack Benny	19.8	−3.2	9	9	Fitch Bandwagon	15.8	−1.0
	10	16	Date with Judy	19.7	+0.2	10	12	Screen Guild Players	15.4	0.0
	11	NR	Screen Guild Players	19.3	+0.8	11	16	Bob Hope	15.0	+0.2
	12	15	Kraft Music Hall	19.3	−0.2	12	13	Duffy's Tavern	14.7	−0.5
	13	11	Charlie McCarthy	19.3	−1.3	13	NR	Kraft Music Hall	14.6	+1.0
	14	10	Your Hit Parade	19.3	−1.8	14	6	Truth or Conseq.	14.6	−3.7
	15	12	Duffy's Tavern	19.2	−1.2	15	18	Fred Allen	14.6	+0.3
	16	6	Truth or Conseq.	19.0	−3.5	16	11	Charlie McCarthy	13.9	−1.9
	17	9	Jergens Journal	18.8	−2.5	17	NR	This is Your F.B.I.	13.7	+0.9
	18	NR	Burns and Allen	18.7	+1.8	18	NR	Red Skelton	13.6	+0.7
	19	13	Fred Allen	18.5	−1.5	19	NR	Burns and Allen	13.5	+2.0
	20	NR	Great Gildersleeve	17.6	+0.2	20	NR	People Are Funny	13.4	+1.3
E-5	1	1	Lone Ranger	14.6	−2.1	1	1	Lone Ranger	11.8	−1.6
	2	2	Bill Henry News	11.0	−1.4	2	2	Bill Henry News	10.0	−1.4
	3	NR	Supper Club	9.7	−0.1	3	NR	Supper Club	7.5	+0.3
D-5	1	1	When Girl Marries	13.1	+1.7	1	1	When Girl Marries	11.8	+1.4
	2	7	Young Widder Brown	12.3	+1.7	2	9	Young Widder Brown	11.1	+2.3
	3	2	Our Gal, Sunday	12.0	+0.7	3	2	Our Gal, Sunday	10.8	+0.6
	4	11	Backstage Wife	11.3	+1.1	4	7	Backstage Wife	10.1	+0.9
	5	14	Portia Faces Life	11.1	+1.2	5	13	Portia Faces Life	9.9	+1.4
	6	6	Rom. Helen Trent	11.0	+0.2	6	4	Rom. Helen Trent	9.9	+0.2
	7	8	Right to Happiness	10.8	+0.3	7	5	Right to Happiness	9.6	+0.1
	8	3	Big Sister	10.6	−0.3	8	3	Big Sister	9.6	−0.3
	9	9	Ma Perkins (CBS)	10.4	0.0	9	6	Ma Perkins (CBS)	9.3	−0.1
	10	NR	Lorenzo Jones	10.4	+1.9	10	15	Stella Dallas	9.3	+0.8
	11	5	Arthur Godfrey	10.3	−0.6	11	NR	Lorenzo Jones	8.8	+1.6
	12	NR	Stella Dallas	10.2	+0.6	12	8	Aunt Jenny	8.7	−0.4
	13	13	Rosemary	9.9	−0.1	13	12	Rosemary	8.6	0.0
	14	10	Wendy Warren	9.8	−0.6	14	10	Wendy Warren	8.6	−0.2
	15	12	Aunt Jenny	9.5	−0.6	15	14	Pepper Young	8.2	−0.3
D-1	1	NR	County Fair	12.8	+2.4	1	NR	County Fair	9.8	+2.0
	2	4	Grand Central Station	12.0	+1.2	2	3	Grand Central Station	9.8	+0.9
	3	2	Armstrong Theatre	11.5	−0.3	3	2	Armstrong Theatre	9.2	0.0
	4	NR	Let's Pretend	10.4	+0.2	4	NR	Stars Over Hollywood	8.5	+0.7
	5	NR	Junior Miss	10.4	+1.3	5	NR	Adv. Archie Andrews	8.4	+1.5

KEY TO SYMBOLS—(NR) Not ranked in "Top Programs" in preceding report.
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Senate Unit Moves To Keep Authority

IN TWIN jurisdictional moves to retain its authority over radio legislation, the Senate Interstate & Foreign Commerce Committee voted unanimously last week that (1) a subcommittee be named at the chairman's discretion to investigate frequency allocations, and (2) the committee continue to carry out its law-given responsibilities.

The first motion, submitted by Sen. Homer E. Capehart (R-Ind.), would open the way for investigation of "the use of and need for frequencies for international shortwave broadcasting" in particular, but would permit the probe to extend to allocations for FM, television, and the other radio services.

The second motion, by Sen. Ernest W. McFarland (D-Ariz.), informed the Senate that the committee's failure to appeal from the referral of the "Voice of America" investigation measure to the Foreign Relations Committee did not mean the commerce committee was giving up any of its rights.

The motion said that "this [commerce] committee now asserts and will continue to assert complete jurisdiction over all matters dealing with communications by telephone, telegraph, radio and television" and will, "regardless of any current investigation, a study or other hearing by any other standing committee of the Senate, . . . continue to carry out the duties assigned to it by the Congressional Reorganization Act in respect to these matters and specifically to continue its study of international shortwave communications."

Mauri Cliffer

MAURI CLIFFER, 37, KMPC Hollywood disc m.c., died June 3 of a heart attack. His wife, Florette, and 2 daughters survive.

STERLING TO ATTEND WOIC (TV) CEREMONY

FCC Commissioner George E. Sterling is expected to attend ground-breaking ceremonies for the antenna tower of WOIC (TV) Washington, D. C., new video outlet of the Bamberger Broadcasting Service, scheduled for noon tomorrow, June 15, at 40th and Brandywine Streets, N.W., it was announced Thursday by Theodore C. Streibert, president of WOR New York, the Bamberger parent station.

Mr. Streibert, J. R. Poppele, WOR vice president in charge of engineering, and other prominent radio figures will also be on hand. Present plans call for WOIC to broadcast a test pattern by Sept. 1 on Channel 9, and to be on the air regularly by Oct. 1.

Initially the station will exchange programs with WOR-TV New York, also slated to begin operations in the fall on Channel 9, Mr. Streibert said. The two stations are to form the nucleus of a new regional video network associated with MBS. The WOIC transmitter site, acquired by WOR two years ago, is in the Tenleytown section of Washington at a point described as the highest in the capital. The one-story transmitter building will include a projection room, editing and cutting rooms, offices, studios and a kitchen and dining room for transmitter personnel.

British TV Exports

BRITISH firms are out to capture the television export market, according to a report from the U. S. Embassy in London. Electric & Musical Industries, leading radio manufacturer, has signed agreements to install British transmitting systems and receivers, it is stated. High officials of many governments have been flown to Great Britain for demonstrations. The British claim their 405-line system is superior to the American 525-line because of camera superiority, and have indicated willingness to step up the system to 605-line screen.

When It's BMI *It's Yours*
Another BMI "Pin Up" Hit—Published by Duchess
SERENADE
(MUSIC PLAYED ON A HEARTSTRING)
On Transcriptions: Lang-Worth — Chuck Foster. NBC Thesaurus—Novatime Trio.
On Records: Buddy Clark - Ray Noble—Col. 38091; Bob Eberly - Russ Morgan—Dec. 24376; Jan Garber—Cap. 15043; John Laurenz—Mer. 5099; Jerry Wald—Com. 7503.
BMI
BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.

FIRST 15 PACIFIC HOOPERS—May 1948

Program	No. of Checking Points	Sponsor and Agency	Hooper	Year Ago Hooper	+or—	Pos.
Jack Benny	6	American Tobacco (BBDO)	34.0	33.3	+0.7	1
Walter Winchell (2 mos.)*	6	Andrew Jergens (Orr)	27.9	21.5	+6.4	4
Truth or Conseq.	6	Procter & Gamble (Compton)	21.8	13.6	+8.2	16
Bob Hope	6	Pepsod. Div.-Lever Bros. (FC&B)	21.0	21.7	—0.7	3
McGee & Molly	6	S. C. Johnson & Son (NL&B)	20.7	17.5	+3.2	7
Charlie McCarthy	6	Standard Brands (JWT)	19.1	16.3	+2.8	9
Red Skelton	6	B. & W. Tobacco (Seeds)	18.6	24.5	—5.9	2
Screen Guild	6	R. J. Reynolds (Esty)	18.5	11.3	+7.2	30
Life of Riley	6	Procter & Gamble (B&B)	18.2	11.8	+6.4	25
Bing Crosby	6	Philco Corp. (Hutchins)	17.9	18.4	—0.5	6
Fred Allen	6	Ford Dealers (JWT)	17.5	15.2	+2.3	11
Talent Scouts	6	T. J. Lipton-Div. Lever (Y&R)	17.2	---	--	--
Sam Spade	6	Wildroot (BBDO)	16.8	11.8	+5.0	24
Amos 'n' Andy	6	Lever Bros (R&R)	16.7	16.1	+0.6	10
My Friend Irma	6	Lever Bros (Y&R)	16.3	---	--	--

* Includes second broadcast.

Five AM Outlets Authorized by FCC

Four of Grants Are Issued For Daytime Stations

FIVE NEW AM stations, including one fulltime and four daytime-only outlets, were authorized by FCC last Thursday. One fulltime station was reinstated and a power increase was awarded an existing outlet at the same time.

Fulltime local grant went to Aguadilla, P. R., with daytime authorizations being given Alma, Mich.; Carlisle, Pa.; Hornell, N. Y., and Portland, Ore. WSKB McComb, Miss., assigned 1 kw day, 500 w night, on 1250 kc, received power boost to 5 kw daytime on condition station satisfies all legitimate complaints of blanket interference within 250 mv/m contour.

Assignment of 1 kw fulltime, directional night, on 910 kc was reinstated to KJAN Opelousas, La. Station's expired permit was deleted by the Commission April 1. Firm explained it had difficulty with original transmitter site which caused late filing for modification of permit to extend its completion date. KJAN Broadcasting Co., owner, received initial grant in August 1947.

Principals Involved

New station authorizations and ownership details follow:

Alma, Mich.—Alma Broadcasting Co. Inc., 1280 kc, 1 kw, daytime. Principals: Merle Rhoads, former grocery store owner in Cadillac, Mich., president and 50% owner; Cleon Van Riper, bakery owner in Breckenridge, Mich., secretary-treasurer 50%, and Fran D. Tefft Jr., radio engineer for five years, vice president and general manager. Messrs. Rhoads and Van Riper plan to move to Alma to devote time to station. Estimated cost of construction was given as $18,625. Grant made on condition station accept any interference which might come with grant of 1280 kc at Defiance, Ohio.

Carlisle, Pa.—Philip Mathews, 1380 kc, 1 kw, daytime. Grantee in 1942 founded and became 45% owner and president of Carlisle Crystal Corp., maker of electronic crystals for military use. Firm now is liquidated. Mr. Mathews is retired Army officer of World War I. Estimated cost of station is $22,632.

Aguadilla, P. R.—Hector Reichard, 1240 kc, 250 w, fulltime. Grantee is attorney and local businessman. Estimated cost is $14,750. Grant is subject to relinquishment of WKVM Arecibo.

Hornell, N. Y.—Canisteo Broadcasting Corp., 1320 kc, 1 kw, daytime. Principals: John S. Booth, vice president-general manager and 38% owner WCHA Chambersburg, Pa., president and 39.5% owner; T. K. Cassel, commercial manager and 28% owner WCHA, first vice president 39.5%; E. O. Hunt, owner Army-Navy store, second vice president 1%; E. C. Clarke Jr., engineer and works manager of Chambersburg Engineering Co. in which he has small interest, secretary 5%; E. S. Hutton, vice president-treasurer and minority stock holder Chambersburg Engineering, treasurer 5%; E. C. Clarke Sr., 44% owner Chambersburg Engineering and president-treasurer and 33% owner Clarke-Harrison Inc., Philadelphia business management firm, 5%; his brother, M. G. Clarke, traffic manager and 5% owner WCHA, 5%. Estimated cost is $18,097.

Portland, Ore.—Mercury Broadcasting Co., 1290 kc, 1 kw, daytime. Co-partners: Harold Krieger, KGW Portland engineer, and Gordon Bambrick, news and production instructor local radio school. Pair to form new corporation, contributing $19,000 each. Minority interest to be given Alfred P. Kelley, attorney, and $22,000 worth stock to be offered station employes. Estimated cost is $45,000.

FCC REFUSES TO RULE ON PETITION OF WBAL

FCC REFUSED to rule last week on petition filed in January by WBAL Baltimore for correction of Blue Book references to the station. The Commission indicated the petition failed "to disclose any facts or circumstances demonstrating present substantial injury. . . ."

FCC deferred action until such time as it has considered and ruled on the WBAL application for license renewal. A hearing has been completed on the renewal request, which was heard in consolidation with competitive bid by Public Service Radio Corp., and proposed findings have been filed [BROADCASTING, May 24].

WBAL's petition asked correction, retraction or withdrawal of that part of the Blue Book citing the station's operations. It was filed with FCC after the U. S. Court of Appeals for the District of Columbia denied an earlier petition seeking redress before continuance of the renewal proceeding. Although denying the appeal the court termed the Blue Book comparisons "unjustifiable" [BROADCASTING, Jan. 19]. The Hearst-owned outlet has been seeking retraction of the allegedly damaging portions of the Blue Book ever since its issuance in March 1946.

In deferring action on the petition FCC stated it wished to avoid "any possible misunderstanding as to the purport of any statement intended to dispose of this petition in relation to any action which the Commission may take as to petitioner's pending application for renewal of license."

SATISFACTION IS THE KEY TO LINGO'S PROGRESS

"... our signal strength is quite amazing ..."

". . . we are picked up constantly within a radius of 150-200 miles away. In Syracuse 50 miles away we sound like a local station . . . we believe that this is a combination of the tower itself and the radiating system. . . ."

—J. ERIC WILLIAMS
General Manager, Station WGAT
Utica, New York

LINGO
Vertical Tubular Steel
RADIATORS

For proven stability and peak efficiency "Look to Lingo" and get the advantage of these 5 "exclusives":

1. Moderate Initial Cost
2. Low Maintenance Cost
3. Top Performance Assured
4. Easy to Erect
5. Over 50 Years Experience

Write for Pertinent Data

We will be glad to supply advice on such problems as proper radiator height, ground systems, and other related problems. For factual data please indicate location, power and proposed frequency.

JOHN E. LINGO & SON, INC.
EST. 1897 CAMDEN, N. J.

FAIRBANKS PLANNING NATIONAL EXPANSION

MOVING to establish the framework of a national television film distributing agency to service NBC owned and affiliated stations, Jerry Fairbanks last week announced its headquarters in New York with the first branch offices likely to be set in Hollywood, Chicago, Cleveland, Minneapolis, Tulsa.

Patterned after motion picture releasing organizations, Mr. Fairbanks said that agency will handle films shot for video, kinescope recording, newsreels, theatrical shorts and features made available.

By year's end this service mechanism will be ready to supply the 30 NBC stations expected to be operating.

The new division of the Fairbanks company is expected to be under the direction of Russ Johnston, newly-named executive in charge of NBC Television Features Service (see story, page 86).

Plan Regional Drive

TWIN CITY SHELLAC Co. Inc., Brooklyn, which has appointed the Devine Advertising Agency Inc., New York, to handle advertising of Dan-Dee No Slipping Floor Polish, No Rubbing Floor Wax, Welsite and Windo-Wax, is planning a regional radio campaign in late summer. No details have been announced.

Philadelphia Plans

(Continued from page 23)

Philadelphia's Trinity Church showing the delegates and their families as they attend services; a Sunday evening pre-convention open house with ABC, 10-10:30 p.m. George Gallup, who will be seen and heard frequently on ABC-TV during the convention, broadcast an advance analysis yesterday (June 13).

Revised ABC convention TV schedule of exclusive programs Monday through Friday, is: 10:30-10:45 a.m., *Good Morning From Convention Hall;* 1-1:15 p.m. (or at end of morning session), resume by Martin Agronsky; 6:45-7 p.m., *Mr. Delegate,* with George Hicks from WFIL-TV; 7-7:15 p.m., *Convention Sidelights,* with Henry Morgan, Walter Kiernan and Bob Considine from Convention Hall; 8-8:15 p.m., Pauline Frederick giving the women's angle; 8:45-8:55 p.m., *Television Round Table,* John B. Kennedy; 11-11:15 p.m., resume conducted by Bryson Rash and distinguished guests; 11:35-midnight, simultaneous TV and sound broadcast with several ABC commentators.

CBS

CBS executives heading that network's delegation to Philadelphia are Lawrence W. Lowman, vice president and general executive; J. L. Van Volkenburg, vice president in charge of television operations; Davidson Taylor, vice president and director of public affairs; Wells Church, director of news broadcasts, and Henry Grossman, director of technical and building operations. They will head a staff of more than 90 newsmen and technicians.

CBS floor reporters will be equipped with walkie-talkie transmitters with which they may conduct interviews on-the-spot with delegates on the convention floor.

The CBS reporting staff has been divided into six major assignments as follows:

Candidate headquarters, the broadcast booth in Convention Hall, the platform, the convention floor, roving reporters, and special assignment reporters.

Mr. Church will be in general charge of the news coverage, assisted by Theodore Koop, director of news of the CBS Washington outlet, WTOP.

CBS news chiefs will operate from headquarters in the Bellevue-Stratford at times when the convention is not in session. A combination sound broadcasting and television studio will also be in the hotel. During convention sessions, the operations of CBS will be conducted from the convention newsroom.

In a pre-convention memo distributed to the CBS news staff, Mr. Church described his convention plan as "designed so that roving reporters, floor reporters, special assignment reporters, and headquarters reporters can be on top of the semi-secret actions that may lead to an important development in the race for the nomination."

MBS

A. A. Schechter, vice president in charge of news, special events, and publicity, will be in personal charge of the 55 commentators, correspondents, newscasters and technicians who will represent Mutual at the convention. Mr. Schechter said the network had set the most comprehensive plans for coverage in its history.

Jack Paige, MBS director of special events, will supervise special programming from Philadelphia, and Milton Burgh, news director, will conduct operations in the network's two Philadelphia newsrooms, at Convention Hall and the Bellevue-Stratford. Cliff Harris will be MBS chief engineer.

Mutual commentators and newscasters will originate regular shows from the convention. Additionally, two regularly scheduled daily convention programs have been set, the first beginning at 11 a.m. and continuing through highlights of the early sessions, and the second, in the evening, being coincidental with the opening of the evening sessions.

Mutual also will use walkie-talkie transmitters for its roving reporters in communicating with MBS officials in the master control booth and in broadcasting floor interviews.

The network has scheduled a special pre-convention broadcast June 19, 9:30-10 p.m., which will describe to Mutual listeners the techniques the network will use in covering the impending convention. Another special broadcast June 20, 10:30-11 p.m., will present commentators in assessment of convention prospects.

NBC

William F. Brooks, vice president in charge of news and international relations, will be in command of the NBC delegation of more than 40 newsmen.

Mr. Brooks said that a new system, based on the "news desk" principle, would be established so that information gathered by his staff would be instantly available. All stories obtained by reporters and commentators will be telephoned to one of the two NBC news desks and will there be added to the store of information.

One desk will be situated in the network's booth in Convention Hall, in charge of Mr. Brooks, with William R. McAndrew, assistant to the vice president in charge of NBC's Washington office, assisting. The other news desk, which will coordinate all coverage, will move between Convention Hall and the Bellevue-Stratford as the news requires. Francis R. McCall, manager of operations of the NBC news department, will be in charge, assisted by William Ray, NBC Chicago news manager.

The full NBC news staff will be available for radio and video, Mr. Brooks said, and some of the network's programming will be simultaneously broadcast on sound and television.

Mr. Brooks described his system of pooled information as one which would "give continuity and cohesion to NBC's coverage. Listeners tuned to NBC will not be bombarded with disconnected, conflicting reports every time a new show goes on the air."

Heretofore, he said, most reporters and commentators had gathered news for their own programs and often duplication and repetition had prevailed.

KTLA, WBKB

Paramount Pictures' two video stations have signed up as members of the television pool to receive kinescopic recordings of proceedings at the conventions. Through an arrangement with WPIX New York, that station's convention programs will be microwaved to the Paramount Bldg. in that city and there recorded on film and developed by the Para-

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mount process. Films will then be edited and shipped to KTLA Los Angeles and WBKB Chicago for broadcast.

Paramount also applied for full membership in the convention pool at the same rates as the stations which are receiving the coverage directly for simultaneous rebroadcast, for highlight use in the theater. Offer was rejected by the pool committee which stood by its May 24 unanimous decision not to permit the pooled broadcasts to be used anywhere that admission charges are made.

DuMONT

DuMont Television Network coverage of the political conventions will include ten special exclusive programs a day in addition to pooled broadcasts, with top-flight political reporters of *Newsweek* magazine and *New York Herald Tribune* augmenting the network's own staff in covering the convention activities.

Drew Pearson will do a five-minute commentary each evening at 8:55-9 on the DuMont network, sponsored by Frank H. Lee Co., Danbury, Conn. (Lee hats). Company also sponsors Mr. Pearson's weekly broadcast on ABC (AM) network.

Leslie G. Arries, Washington representative for the DuMont network, will have general charge of a program staff of 30 at the convention; he and James Caddigan, director of programming and production for the network, will coordinate the convention programs. Rodney D. Chipp, assistant chief engineer, will supervise a technical convention staff of 25. The remote unit from WABD New York will be directed by Harry Coyle, that from WTTG Washington by Harry Randolph.

Arrangements with *Newsweek* and *Herald Tribune*, calling for no cash payments but with the network receiving the services of the newsmen while the papers get the video publicity, were worked out last week by Mr. Arries with Hugh Beach, public relations director of *Newsweek*, and George Allen, promotion manager of the *Herald Tribune*.

More than a dozen members of the *Newsweek* staff will double in video, the list of those who will make their reports via DuMont network as well as in the pages of *Newsweek* including: Malcolm Muir, publisher; Edward K. Barrett, editorial director; Robert Humphries, national affairs editor; Kenneth Crawford, Washington news chief; Samuel Shaffer, Capitol Hill correspondent; columnists Ernest K. Lindley and Raymond Moley; Betty Forsling, radio editor, and Vera Clay, Wilbur Baldinger, Hobart Rowen, Karen Salisbury, Harold Lavine.

Bert Andrews, Washington bureau chief of the *New York Herald Tribune*, Frank Kelly, national editor, and Richard Tobin, will head that newspaper's video convention reporters on DuMont. The network's own commentary will be delivered by Walter Compton, manager of WWTG Washington, with Dennis James, special events reporter, covering convention background and color.

From its studios underneath the rostrum in Convention Hall, DuMont has set up a daily convention schedule of ten exclusive programs.

CONTINENTAL

Every moment of both Republican and Democrat conventions will be covered by Continental Network, comprising over a score of FM stations, according to Hudson Eldridge, network manager.

A 15,000-cycle line will carry the pickup northward to Alpine, N. J., where it can be picked up by Continental stations on the northern leg and broadcast with high fidelity. An 8,000-cycle line will carry the signal from Philadelphia through Baltimore to Washington, with other stations picking up from WASH Washington, network key, or other outlets.

Convention coverage will be in charge of William B. Caskey, assistant to the general manager, WPEN Philadelphia. In charge of news will be Joe McCaffrey, Washington newsman, aided by Paul S. Green and John Corcoran. Technical arrangements are under direction of Charles Burtis, WPEN chief engineer.

Continental has a working arrangement with Transradio Press to use some of its correspondents, and a similar setup involving the staff of the *Providence Journal* and WPJB, its FM outlet.

A fulltime booth is being set up in Convention Hall, and the network has several seats in the Radio Correspondents section. Numerous interviews and feature broadcasts are planned from the floor.

Three daily summaries will be carried by Continental on a cooperative basis—10:45 a.m., 5:45 p.m., 11:30 p.m. WASH Washington summaries will be sponsored in the Capital by Harris & Ewing, photographic firm.

Among FM station taking Continental's convention coverage, in addition to regular network members, are WMAR-FM Baltimore; WDHN New Brunswick, N. J.; WEEX Easton, Pa.; WCHA Chambersburg, Pa.

Philadelphia Stations

Convention coverage confronts Philadelphia stations with the biggest job in their history, while serving at the same time as temporary headquarters for networks and out-of-town stations.

Roland Tooke, assistant general manager of WPTZ, Phlico TV station, believes it will be television's biggest boost but cautioned that stations should exercise selectivity in reporting the proceedings. WPTZ covered the GOP convention in 1940 by keeping the cameras on all during the event.

Since long stretches of convention business do not provide good programming, he believes regular programs should be interrupted when convention news warrants.

WCAU will duplicate AM and FM, using 37 reporters, announcers, writers and program men, many from the *Bulletin*, owning the station. Some 30 CBS staff men will be available. Most WCAU personnel will be assigned to Convention Hall, with 12 covering local delegations. Several stunts are planned. WCAU-TV, which went on the air last month, will set up studios at Union League for at least one program a day. Other pickups will be at hotels. Fourteen *Bulletin* reporters will be available for telecasts. Regular program service will be interrupted when convention activities warrant and WCAU-TV will be on the air each day.

KYW plans special programs, salute, to delegates, use of NBC facilities and public viewing facilities in its main studio. Preliminary coverage starts June 15 when a behind-the-scenes version of preparatory activities will be given.

NBC will have its master control operations at KYW, where programs will be fed to the network. Ruth Welles, KYW *Home Forum* conductor, will comment on the woman's angle and other KYW programs will feature convention highlights.

WFIL had not revealed its plans late last week, but its coverage will include resources of the *Inquirer*, station owner. WFIL-TV will have a full crew at the auditorium entrance to pick up highlights for the television pool to supplement floor proceedings.

WIP will work with MBS. It has installed lines in several hotels as well as the auditorium and political headquarters. Murray Arnold will act as studio manager.

(Continued on page 97)

FCC Approves

(Continued from page 22)

Berkman, Laux, Weisenthal and Alex and Richard Teitlebaum, 67.5 sh each; Messrs. Merident and Troesch 10 sh each and Swaringen 40 sh.

WFTL Ft. Lauderdale, Fla.—Granted transfer of control of Ft. Lauderdale Broadcasting Co., licensee, from Gene T. and Evelyn M. Dyer, Dwight L. Rogers and Reginald B. Martin to Gore Pub. Co., permittee WGOR (FM) that city and publisher Daily News for $150,000 less one-half new profits from Jan. 1 to closing date of transaction. Gene T. Dyer, secretary-treasurer, and Evelyn M. Dyer, owners of WAIT Chicago, sell 87.5 shares each with Congressman Rogers (D-Fla.), president, selling 37.5 shares and Mr. Martin, vice president and general manager, selling 37.5 shares. Gore Pub. Co. is subsidiary of R. H. Gore Co., Chicago, insurance brokerage. WFTL is assigned 250 w on 1400 kc

KLIX Twin Falls, Ida.—Granted transfer of control by Fentress H. Kuhn to J. Robb Brady Trust Co. through sale of 22,000 shares (50%) for $22,000. Mr. Kuhn is manager KGEM Boise, Ida. Purchaser is family trust of J. Robb Brady, deceased, which owns 42% interest in KEIO Pocatello and KIFI Idaho falls, Ida. David G. Smith, Frank C. Carman, Grant R. Wrathall and Mr. Carman as administrator of estate of Jack L. Powers, deceased, collectively 50% owners of KEIO and KIFI, retain 12.5% interest each in KLIX. Station is assigned 250 w on 1340 kc.

WMGW and WMGW - FM Meadeville, Pa.—Granted assignment of license AM station (1490 kc, 250 w) and permit of FM station from H. C. Winslow to Meadville Broadcasting Serivce Inc., new firm of which Mr. Windslow is president and 60% owner. Victor H. Diehn, manager and 25% owner WAZL Hazleton, Pa., is vice president and 40% owner and is to be general manager. Note for $100,000 loaned Mr. Winslow to build station is cancelled.

Political Libel Question Raised

State and Federal Law Conflict Raised Over Texas Speech

THE PROBLEM of complying with the conflicting views of FCC and a state government with respect to "censorship" of political broadcasts was pointed up last week in Texas, where a Senatorial candidate said he deleted three sentences to keep his speech from being cut off the air.

Despite the Commission's tentative ruling that the Communications Act's ban on censorship means no censorship for any reason, libel included, Texas Attorney General Price Daniel has served notice that "Texas libel laws are still in effect" and that "stations carrying libelous matter will be subject" to them [BROADCASTING, May 10]. The Texas official's position ran counter to the FCC's contention that the federal ban on censorship relieves stations of responsibility under state libel laws.

Last week's Texas episode related to a speech delivered Monday night at Nacogdoches by George Peddy, Houston attorney and candidate for the U. S. Senate. Three sentences—about 125 words—were cut out at the last minute because, according to published accounts, WFAA Dallas Attorney J. C. Muse Jr. objected to them as "libelous per se." The questioned sentences were said to refer to Coke Stevenson, former governor and an opposing candidate for the Senate. Mr. Muse was reported to have warned Mr. Peddy that WFAA would cut him off the air during that portion of his speech if the references weren't deleted.

The speech was carried over about 15 stations (not a network). In addition to WFAA, WOAI San Antonio was said to have challenged the sentences which ultimately were cut out of the talk.

The Commission's views on licensee responsibility under the political broadcast law—laid down in a proposed decision [BROADCASTING, Feb. 2] which aroused virtually unanimous opposition from the radio industry—have not yet been made final but some decision is expected soon [CLOSED CIRCUIT, June 7].

Meanwhile the *Dallas News*, owner of WFAA, followed up the Peddy event with an editorial last Wednesday contending that FCC's proposed interpretation of the law "would require WFAA to broadcast anything, true or false, which any candidate may decide to say. Under that policy, WFAA would have more libel suit business than broadcasting business . . . "

The editorial continued:

The issue between Mr. Peddy and WFAA, you note, is not Mr. Peddy's veracity, but WFAA's liability to answer a suit brought or possibly to be brought by a third party who might demand that WFAA prove what WFAA itself did not say. FCC proposes, in substance, to make all stations say many, many things which cannot be proved and which unjustly injure many innocent persons.

Radio Seats

(*Continued from page 23*)

named by the new party (supporting Wallace) to have charge of seating and facilities at their convention, scheduled to start July 23.

Deadline for applying for seats at this convention is June 30, Mr. Warner said.

Applications should be addressed to Col. Albert Warner, U. S. Senate Radio Gallery, Capitol Building, Washington, D. C.

Accredited by the executive committee of the Radio Correspondent's Assn. for the Republican National Convention starting June 21 and the Democratic National Convention beginning July 12 are the following:

Keys to symbols — * Assigned seats; R, covering only Republican convention; D, covering only Democratic convention.

*Bill Henry, CBS, Chairman, Convention Committee.
*D. Harold McGrath, Superintendent, Senate Radio Gallery.
*Robert M. Menaugh, Superintendent, House Radio Gallery.
*Con J. D'Andrea, Assistant Superintendent, Senate Radio Gallery.
*Clarence T. Day, Assistant Superintendent, House Radio Gallery.
*Miss Rossella Donohue WLW Cincinnati, WINS New York, Secretary Convention Committee.
*Albert Warner, MBS, Chairman, Executive Committee.
ABC, 30 Rockefeller Plaza, New York: *Martin Agronsky, *Hilmer Baukhage, *Tris Coffin, *Pauline Frederick, *Taylor Grant, *Walter Kiernan, *John Madigan, *Thomas Velotta, Julian Anthony, Erwin Canham, Donald Coe, Ernest Cuneo, Art Donegan, John Edwards, Gordon Fraser, Arthur Gaeth, Don Gardiner, John Kennedy, William McSherry, Henry Morgan, Earl Mullin, Cornelius O'Dea, Drew Pearson, Richard Rawls, Paul Scheffels, Virginia Shisler, Walter Winchell, *Charles Barry, *Jack Beall, *Elmer Davis, *Earl Godwin, *George Hicks, *Robert Kintner, *Bryson Rash, Philip Alampi, Robert Brown, David Carr, Burke Crotty, Marshal Diskin, John Dwyer, Doris Fleeson, Dorothy Fuldheim, George Gallup, Beatrice Gudridge, Dorothy Kilgallen, Ted Malone, Paul Mowrey, William Neel, Jack Pacey, Sam Pettengill, Michael Roshkind, Bert Schwartz, David Wills, Harrison Wood, Miss Peg Eck, Tex McCrary, Richard Rendell.
Arrowhead Network, Duluth, Minn., also representing WISC Madison, Wis.; WEBC Duluth, Minn.; WEAU Eau Claire, Wis.; WMFG Hibbing, Minn.; WHLB Virginia, Minn.; WJMC Rice Lake, Wis.; KVOL Lafayette, La.; *George Reedy.
BBC: *Leonard Miall, Sam Slate.
CBS, 485 Madison Ave., New York: *Griffing Bancroft, *Charles Collingwood, *Douglas Edwards, *Don Hollenbeck, *Richard Hottelet, *Don Pryor, *Willard Shadel, *Lowell Thomas, Prosper Buranelli, George Herman, Theodore Koop, Larry Lesueur, Edward Scott, Henry Wefing, Clarence Worden, *Ned Calmer, *William Downs, *Joseph Harsch, *Quincy Howe, *Edward Murrow, *Eric Sevareid, *Howard Smith, Margaret Arlen, Wells Church, Everett Holles, Bill Leonard, Lee Otis, Davidson Taylor, Joseph Wershba, Jesse Zousmer.
Erwin News Service, Washington, D. C.: *Robert Erwin.
Edward Hart & Assoc., Washington, D. C.: *Edward Hart, Eugene Hart.
IOWA TALL CORN NETWORK Des Moines Iowa: *William Jacobsen.
KBUR & KBUR-FM Burlington, Iowa: *Richard Plock, James Schramm.
KELA Centralia-Chehalis, Wash.: *J. Elroy McCaw.
KFH Wichita, Kan.: *George Gow.
KFWB Los Angeles, Calif.: *Clete Roberts, Harry Maizlish.
KGEZ, Montana Assn. of Broadcasters, Kalispell, Mont.: *Don Treloar.
KGFW Kearney, Neb.: *George Kline.
KIOA Des Moines: *John Boler, Donn Clayton.
KMPC Los Angeles: *Joe Micciche (R).
KNOE Monroe, La.: *Weseley Wise.
KOMO Seattle: *Rudolph Block.
KQV Pittsburgh: *Bill Burns, Herb Morrison.

A BLUEPRINT of Convention Hall in Philadelphia is studied by members of the executive committee of Radio Correspondents Assn. in Washington as they make assignment to radio newsmen of seats and facilities for the Republican and Democratic conventions. Standing (l to r) are Rosella Donohue, WLW Cincinnati and WINS New York, secretary of the convention committee; Gil Kingsbury, WLW and WINS, chairman, facilities committee; D. Harold McGrath, superintendent, Senate Radio Gallery; and Robert M. Menaugh, superintendent, House Radio Gallery. Seated (l to r) are Albert L. Warner of MBS, chairman, executive committee of correspondents, and Bill Henry of CBS, chairman, convention committee.

KQW San Francisco: *Grant Holcomb.
KSD & KSD-FM St. Louis: *George Burbach, Frank Eschen, James Lawrence.
KSTP St. Paul: *Stanley Hubbard.
KTBI Tacoma, Wash.: *Florence Hoff.
KVOA Siloam Springs, Ark.: *Storm Whalev.
KTHT Houston: *Roy Hofheinz, Ed Yuhl.
KVOO Tulsa: *Ken Miller (R).
KVOX, Great Northern Broadcasting System, Moorehead, Minn.: *E. J. McKellar.
KXLW Clayton, Mo.: *Ried Brooks (R).
KXOK St. Louis: *Bruce Barrington.
KXXX Colby Kan.: *John Hughes.
KYW Philadelphia: *James Crosson, *James Gantz, Mort Hendrickson, William Dacey.
MBS, 1440 Broadway, New York: *Cecil Brown, *William Cunningham, *Cedric Foster, *William Hillman, *Henry Lacossitt, *Jack Paige *A. A. Schechter, *Albert Warner, John Bosman, Les Mawhinney, Edward Pettit, Lyle Van Hal Wagner, Frank Zuzulo, *Milton Burgh, *Arthur Feldman, *Alvin Helfer, *Robert Hurleigh, *Fulton Lewis, Jr., *Macon Reed *William Shirer, Murray Arnold, Jack Fern, Rex Miller, J. R. Poppele Arthur Van Horn, Robert Wilson.
NBC, 724-14th St. N. W., Washington: *Morgan Beatty, *Alex Dreier, *Ray Henle, *Cassius Keller, *Francis McCall *Elmer Peterson, *Robert Trout *John Swayze, David Anderson, James Begley, James Boozer, Ned Brooks, Janice Devine Leif Eid, *W. W. Chaplin, *Richard Harkness, *H. V. Kaltenborn, *Mary McBride, *Robert McCormick, *William Ray, *Ed Wallace, Leonard Allen, Kenneth Banghart, Bjorn Bjornson, David Brinkley, William Brooks, Josef Dine, Sidney Eiges, Ken French, Julian Goodman, Radcliffe Hall, Fred Heywood Ralph Howard, Stella Karn, Thomas Knode, Arthur Lodge, Charles McCarthy, Joseph Meyers, Fred Morrison, Peter Roberts, John Thompson, Robert White, Michael Zeamer, Ann Gillis, Ben Grauer, Frank Henighen, Martin Hoade Jim Hurlbut, Helen Keller, Fritz Littlejohn, William McAndrew, John Mac Vane, Felix Morley Burroughs Prince, Adolph Schneider, Clifton Utley, Russell Willis.
RURAL NETWORK Ithaca, N. Y.: *William Tyler.
STEINMAN STATIONS Lancaster, Pa. Also representing WDEL-Wilmington, Del., WKBO-Harrisburg, Pa., WGAL-Lancaster, WORK York, WRAW-Reading, WEST-Easton: *Clair McCollough.
TRANSRADIO PRESS SERVICE, Washington, D. C.: *Ann Corrick *Edwin Derby, *Rex Goad, *Mary Harmon, Wallace Fenning, Robert Kalb, Betty Lersch Ronald Tighe.
UNITED PRESS RADIO: Washington, D. C.: *George Marder, *Joan Marble, Arnold Dibble, Philip Newsom, Robert Serling.
WAAT & WATV Television Newark: *Val Frank.
WARM Scranton: *John von Bergen.
WAGE Syracuse: *William Lane.
WBAL Baltimore: *Galen Fromme.
WAIM Anderson, S. C.: *Milton E. Hall (R).
WASH-FM Representing Continental FM Network, Washington: *Joseph McCaffrey, Paul Green.
WBBC Flint, Mich.: *Robert Balfour.
WBFN Buffalo: *J. L. Fink.
WBNS Columbus, Ohio: *R. A. Borel.
WBIB-FM New Haven: *Samuel Botwinik, Sol Chain.
WCAU Philadelphia: *Leon Levy, *Joseph Tinney, Harry Ehrhart, M. J. Hall, Joseph Lewis, E. J. Montgomery.
WCBM Baltimore: *Ian Ross MacFarlane, Louis MacFarlane.
WCOP Boston: *Ronald Cochran.
WDEL Wilmington: *Gorman Walsh.
WETB Johnson City, Tenn.: *Berney Burleson.
WFIL Philadelphia: *John Corcoran, *John Kennedy, Joseph Dooley, George Koehler, Richard Koster, James Quirk.
WFMZ Allentown, Pa.: *Raymond Kohn, William Phillips, Earl Kohn. Robert Currie.
WGFG Kalamazoo, Mich. and also representing WJIM Lansing, Mich.: *Howard Finch.
WGXN Jackson, Miss.: *James T. Ownby (D).
WHAS Louisville: *Dick Oberlin.
WHBF Rock Island, Ill.: *Leslie Johnson.
WHDH Boston: *Paul Benton.
WCCO Minneapolis: *Sig Michelson.
WDAS Philadelphia: *Michael Deegan, *Leonard Matt, Bill Klein, Jack Melloy, Joseph Nigro.
WEAM Arlington, Va.: *Charles Parmer, M. M. Parmer.
WFBC Greenville, S. C.: *Nicholas Mitchell.
WFMJ Youngstown, Ohio: *Robert Mackall.
WGAR Cleveland: *Charles Day.
WGBF Evansville: *B. F. Ellington, Dorothy Ellington.
WGPA Bethlehem, Pa.: *Arthur McCracken, Rolland Adams.
WHAT Philadelphia: *Dolly Banks, *William Banks, Albert Greenhaum, Joseph Indzel.
*WHFB Benton Harbor, Mich.: *Willard Banyon.
WHLI Hempstead, N. Y.: *Clifford Evans, E. I. Godofsky, J. Carr.
WHO Des Moines: *Otto Weber.
WHN New York: *George Combs, Jr.
WIBG Philadelphia: *Tom Moore, *Rupe Werling, Doug Arthur, John Henninger, Fred Knight, Dick Mabry, Ray Walton, Fred Wisting.
WILK Wilkes-Barre: *Roy Morgan, Charles Whittier.
WILM Wilmington: *William Frank.
WINK Fort Myers, Fla.: *George Case.
WINR Binghamton: *George O'Connor.
WINS New York: *Don Goddard, Joseph Durso., Sidney Walton.
WIP & WIP-FM Philadelphia: *Sam Ettinger, *Sam Serota, Alexander Griffin.
WITH Baltimore: *James Connolly.
WIZE Springfield, Ohio: *Robert Terry, Jack Wymer.
WJMJ Philadelphia: *Patrick Stanton, *Jo Oris.
WJR Detroit: *George Cushing.
WKBR Manchester, N. H.: *Scott Kingore, William Rust, Jr.
WKBW Buffalo: *Arthur Simon.
WKNE Keene, N. H.: *Joseph Close.
WKRC & WCTS-FM Cincinnati: *Tom McCarthy, Helen McCarthy.
WKYW Louisville: *Tom Smith.
WKZO Kalamazoo, Mich., also rprerenting WJEF Grand Rapids, Mich. *Dr. Willis Dunbar.
WLAM Lewiston, Me.: *Parker Hoy.
WLAQ Rome, Ga.: *George K. Ebanks (D).
WLCX La Crosse, Wis.: *Bill Erin.
WLIZ Bridgeport, Conn.: *Gresham Griggs.
WLW Cincinnati: *G. W. Kingsbury *Howard Chamberlain, Peter Grant.
WMID Atlantic City: *Mel Siskind.
WNAO Raleigh: *Elmer Oettinger.
WMT Cedar Rapids, Iowa: *Jim Bornmann.
WNEW New York: *Richard Pack.
WNHC New Haven: *Margaret Wilson.
WNOC Norwich, Conn.: *John Melville.
WNJR Newark: *Otis Williams, Harry Nash.
WORD Spartanburg, S. C.: *Walter Brown.
WOR New York: *Dave Driscoll, Edythe Meserand, Fred Vandeventer Edgar Higgins, Jr., Robert Wood.
WOV New York: *Thomas Morgan George Padovani.
WPEN Philadelphia: *John Corcoran *John McClay.
WPPA Pottsville, Pa.: *Jerry Gaines.
WREX Duluth, Minn.: *Thomas McCabe.
WROW Albany, N. Y.: *William Tompkins.
WSAN Allentown, Pa.: *Bryan Musselman, Olivia Musselman.
WSRS Cleveland Heights, Ohio *George Bickford, Clare Gehring.
WSTV Steubenville, Ohio: *John Laux Joseph Troesch.
WSAU Bloomington, Ind.: *Warren Davis, Lyle Warrick.
WTCN Minneapolis, Minn.: *Robert Ridder, Max Karl.
WTEL Philadelphia: *Alan Stewart *Douglas Hibbs.
WTIC Hartford: *Jerry Hallas, Tom Eaton.
WTRY Troy, N. Y.: *John Givney.
WTNB Birmingham, Ala.: *Evelyn S. Hicks (D).
WTTG-Dumont Television Network, Washington, D. C.: *Charles Gridley, Robert Berger, Dennis James.
WTUX Wilmington, Del.: *Gordon Macintosh, Robert Wilcox, Fred Heckman.
WVCH Chester, Pa.: *James Tisdale, Edna Whittington.
WVET Rochester, N. Y.: *Ellison Jack.
WWOL Lackawanna, N. Y.: *Albert Haley.
WWBZ Vineland, N. J.: *Layman Cameron, Dorothy Carlson.
WXPN U. of Pennsylvania, Philadelphia: *Judah Siegal Leonard Guss.
THE YANKEE NETWORK, Boston: *Francis Tully Jr., *Leland Bickford, *George Steffy, Tom O'Neil, Linus Travers.
Stonehouse News Agency, Washington: Merlin Stonehouse.
KSWI Council Bluffs, Iowa: *William A. McGill.
KORN Freemont, Neb.: *Stanley Dixon (R).
WTHT Hartford. (Also representing Connecticut State Network; WHNC New Haven, WNLC New London, WNAB Bridgeport, WSTC Stamford, WTOR Torrington, and WATR Waterbury): *Sereno B. Gammell.
WCPA Clearfield, Pa. (Also representing WMAJ, State College, and WHUN Huntington, Pa.): *W. J. Thomas.
WPOR Portland, Me.: *Murray Carpenter.

Denial for Rockford Made Final by FCC

FINAL DECISION denying new AM station application of Wired Music Inc., Rockford, Ill., was announced June 10 by the FCC. Station had sought 100 w fulltime operation on 1400 kc.

Proposed decision was issued April 9 [BROADCASTING, April 19]. Commission contended that such a grant to Wired Music would cause objectional co-channel daytime interference to WRJN Racine, Wis., and WGIL Galesburg, Ill.

Prize Winner

CARL LINDBERG of WPIK Alexandria, Va., won top prize May 6 for the best mobile radio unit in competition sponsored by the Atlantic Division, American Radio Relay League. Mr. Lindberg, who is known to other "hams" as W4PH, won transmitting equipment.

KWAK Launched Fulltime On 1240 kc at Stuttgart

DEDICATION of KWAK Stuttgart, Ark., was held last month. Station is fulltime on 1240 kc with 250 w and is an outlet of Mutual and the Razorback Network. Owned by Arkansas Airwaves Co., KWAK is fed many programs from KXLR North Little Rock, a sister station. Melvin P. Spann is manager. Other staff members include Skip Landon, chief of production; Jack Warden, chief engineer, and Carroll Lee, program director.

Johnson Recovering

REP. LYNDON JOHNSON (D-Tex.), whose wife, Claudia, is owner and president of KTBC Austin, has recovered from an illness and last week was engaged in a campaign for the U. S. Senate. Congressman Johnson was released from Mayo Clinic, Rochester, Minn., June 4.

Turntable

CLEVELAND RECORDING Co. has opened offices at 1515 Euclid Ave., Loew's State Theatre Bldg., Cleveland, Ohio.

REK-O-KUT Co., New York, has announced new 12" disc recorder, known as "Challenger." Features of new unit include instantaneous speed change to 33 or 33 1/3 R.P.M., high fidelity amplifier, and 16" pickup arm permitting playback of both 12" and 16" records.

CHARLES MICHELSON Inc., New York, has announced that 1948 "Speedy-Q Sound Effect Catalog" is now available.

TV EQUIPMENT ORDER PLACED BY PENN-ALLEN

PENN-ALLEN Broadcasting Co., WFMZ (FM) Allentown, Pa., television applicant, signed a $125,000 television and transmitter equipment contract with General Electric last week. GE reports contract calls for a 500-w TV transmitter, studio units and film and portable equipment.

Studios for the proposed station will be in Masonic Temple Building, Allentown. Station expects to be on the air in early 1949 if FCC approves application. Channel 8 (180-186 mc) is sought.

Penn-Allen is an all-veteran company and is said to be one of the first such organizations entering the video field. Raymond F. Kohn, president, is a member of FMA board of directors.

Other officers in Penn-Allen are Millard L. Fisk, vice president; Earl J. Kohn, secretary, and Horace W. Gross, treasurer.

Daytime Station Opened At Havre de Grace, Md.

WASA Havre de Grace, Md., started operation May 15 on 1600 kc with 500 w. The daytime station is licensed to The Chesapeake Broadcasting Corp.

Staff members include Jason T. Pate, manager; Philip C. Melone, chief engineer; Sam Lawder, program director; Charles Irwin, commercial manager; Chris McAteer and Alec Iles, engineers; Ed Baekey, announcer, and Adelaide Silver, receptionist.

D. C. Video Sets

AN ESTIMATED 12,000 television sets, an increase of 1,200 over the May total of 10,800, were installed and operating in the Washington, D. C., metropolitan area, as of June 1, 1948, according to figures released June 4 by the Washington Television Circulation Committee. The group is composed of representatives of the three operating video stations of the city, WNBW, WMAL-TV and WTTG.

Technical

ROBERT SLAUGHTER, former chief engineer of WHBF Cartersville, Ga.; ED LEACH, formerly with WKEU Griffin, Ga. and BURL D. WOMACK, formerly with WEAS Decatur, Ga., have joined WSB Atlanta as control room operators.

BILL CROOKS, former transmitter engineer at WLBG Laurens, S. C., and chief engineer of WFVA Fredericksburg, Va., has joined technical staff of WINC (FM) Winchester.

WALCO SALES Co., East Orange, N. J., has announced new improved model lens attached to floor stand for use in front of console television receivers. Model permits quick and easy adjustment of lens to proper height when used in front of all television receivers.

WRVC (FM) NORFOLK BEGINS PROGRAMMING

WRVC Norfolk, FM outlet of WRVA Richmond, Va., went on the air June 6 with a regular program schedule, airing shows of CBS, duplicating parts of the WRVA schedule and originating some of its own programs. The station is on the air daily 4-11 p.m. (EDST), with 7 kw effective radiated power on 102.5 mc.

C. T. Lucy, general manager of the Edgeworth Broadcasting Service (WRVA, its FM and TV affiliates), participated in the dedicatory program, which also featured Singer Joan Brooks and several other radio artists.

Robert Moody is branch manager of WRVA and WRVC in Norfolk; W. L. Willis, production manager; William R. Preston, program manager; and Rayfield Mullins, chief operator. Installation of the FM transmitter and studio facilities were under the supervision of Sanford Terry, research engineer for WRVA, and Mike Garthright.

WHAM Progress

DURING the first three and a half months of operation of WHAM's new Rochester (N. Y.) Radio City 63,430 people have witnessed broadcasts, 65,204 have been conducted on studio tours and 125 organizations have made group visits, officials report. Of 209 "live audience" broadcasts originated from the new studios from Feb. 11 through May 31, 18 were fed to NBC stations coast-to-coast. Auditions have been given to 200 persons seeking radio careers and 40 talented high school students have been selected for the WHAM Junior Players, a weekly program.

Public Relations Book

Two-Way Street—The Emergence of the Public Relations Counsel by Dr. Eric F. Goldman. Bellman Publishing Co. Inc., Boston, Mass. $1.25.

DR. ERIC F. GOLDMAN, associate professor of history at Princeton U., has just completed *Two-Way Street—The Emergence of the Public Relations Counsel.* Book covers growth of public relations and such outstanding personalities in the field as Ivy Lee and Edward L. Bernays.

A RADIO HEAD— —LINER

Montana-born, educated

GEORGE MONTGOMERY
(*Movie Star*)

MONTANA HEADLINERS

The ART MOSBY STATIONS
CBS KGVO MISSOULA 5 KW DAY • 1 KW NITE
KANA ANACONDA BUTTE 250 W
KGFM GREAT FALLS 5 KW IN PROGRESS
MONTANA

TRYLON LADDER TOWERS

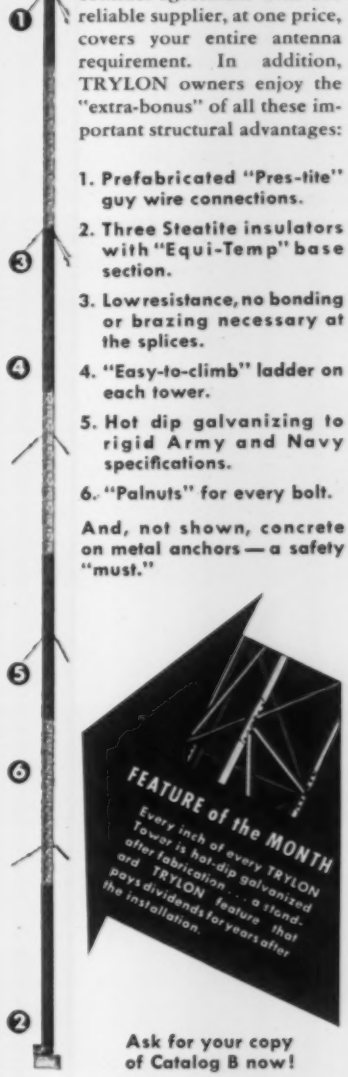
No. 5 in a Series of Six Advertisements Presenting Features Important to You

TWICE as many important features ...no penalty in price

TRYLON vertical radiators are designed, engineered, fabricated and installed by one organization. A single contract agreement with one reliable supplier, at one price, covers your entire antenna requirement. In addition, TRYLON owners enjoy the "extra-bonus" of all these important structural advantages:

1. Prefabricated "Pres-tite" guy wire connections.
2. Three Steatite insulators with "Equi-Temp" base section.
3. Low resistance, no bonding or brazing necessary at the splices.
4. "Easy-to-climb" ladder on each tower.
5. Hot dip galvanizing to rigid Army and Navy specifications.
6. "Palnuts" for every bolt.

And, not shown, concrete on metal anchors — a safety "must."


FEATURE of the MONTH
Every inch of every TRYLON Tower is hot-dip galvanized after fabrication . . . a standard TRYLON feature that pays dividends for years after the installation.

Ask for your copy of Catalog B now!

Phone, wire or write Tower and Antenna Division

WIND TURBINE COMPANY
West Chester, Pennsylvania

TRYLON LADDER TOWERS

In OMAHA and Council Bluffs
KOIL
gets you that "EXTRA SOCK"
THROUGH EFFECTIVE MEDIA TIE-UPS
• Car Cards • Taxi Signs
• Outdoor Boards • Displays
• Dealer Letters • Newspapers
BASIC ABC • 5000 WATTS
Represented by
EDWARD PETRY CO., INC.

New Sales Ideas Of Radio Praised

NAB's J. Allen Brown Addresses Special Libraries Assn.

RADIO is taking a leading role in developing new sales and merchandising techniques as the returning buyer's market brings a revival of intensive salesmanship, J. Allen Brown, NAB assistant director of broadcast advertising, told the Advertising Group, Special Libraries Assn., at a luncheon during its convention in Washington last week.

Addressing the librarians of the advertising industry, Mr. Brown urged advertisers to remember that "the reason American newspapers, American magazines and American radio are superior in every respect to those of foreign countries is that they are financed and maintained by revenue from advertising."

"American advertising in newspapers, magazines and radio is daily telling the story of our free enterprise system," Mr. Brown said. "It helps to bring about a better public understanding of business, industry, our government, peoples and politics in every corner of the world."

Analyzes Audience

Speaking on "Facts on Radio Advertising," he traced trends in the broadcasting industry and analyzed the audience available to advertisers. Reviewing advantages of the broadcast medium, he reminded that radio's impact is far more powerful than the written word and pointed to possibilities of television. He recalled radio's services to the public, especially in time of disaster, and in turn the public's appreciation as shown in the NORC studies.

Chairman of the Advertising Group of the librarians' association, Anne West, Campbell-Ewald Co. of New York, presided at the luncheon. Previously a panel on business statistics had been held jointly with the Business, Financial, Insurance and Social Science Groups.

At another session Dr. Walter F. Ryan, assistant chief, Division of Statistical Standards, U. S. Budget Bureau, and president of International Statistical Institute, discussed "Current Developments in Statistical Services of the Government." Dr. Ryan is responsible for review and approval of all federal report forms sent to business and industry.

Mrs. Martha O'Leary, librarian of Benton & Bowles, New York, was moderator of a panel on "Advertising Research Materials and Sources."

In a message to the conference President Truman said librarians can perform one of their greatest services by constantly directing "whatever is significant to the attention of those who can benefit by it." Mr. Truman said "it is good that men still aspire, like Jefferson, to take all knowledge for their province."

POOL ON HOOPER

ABC's Walcott-Louis Contest Needles Giveaways

ABC is promoting its own promotion with four page lavender and white folder announcing "How-Will - Hooper - Hoop - the - Louis - Walcott Fight" contest. Folder is being distributed to the trade and states that contest is not open to "people"—only members of ABC, its advertising agencies, all other advertising agencies, all clients, all NBC, CBS and Mutual clients, members of their families, their household pets, their domestic help and electric question-and-answer sets.

All contestants have to do is complete in one word (rating figure), the following 24-word sentence: "Because ABC promotion works for good ratings on all ABC programs, I think the Hooperating of the June 23 Louis-Walcott fight will be . . ."

Entries must be postmarked not later than 3:22 p.m. June 18. All entries will be judged, none will be returned. Neatness, originality, interest and sincerity make vice presidents, contest rules state, but have nothing to do with the contest. In case of ties, simply exchange the ties for handkerchiefs, rules continue.

To each of the ten contestants submitting the nearest estimate of the actual Hooper Rating, ABC will award a Gruen Curvex wrist watch.

A postcard is attached on which entries may be sent free of charge.

ANA Report Shows Rise In Magazine Space Rate

INCREASES of as much as 18% over 1940 in the cost of advertising per thousand copies of national magazines were reported last week in a study of magazine rates and circulation released by Magazine Committee of the Assn. of National Advertisers.

Magazine rates in proportion to circulation from 1940 through the first half of 1947 remained reasonably constant, the report said, but rate increases which became effective this year have raised the cost per thousand copies.

The study may be obtained from the ANA offices, 285 Madison Ave., New York 17, for $3 plus city sales tax.

2% Cash Discount Gains Popularity

ALMOST 10% of the existing standard stations allow a 2% cash discount to advertisers, marking an increase over the total a year ago, Frederic R. Gamble, president of the American Assn. of Advertising Agencies, said in a news conference in New York last week.

The percentage, although the same as last year's, indicates an increase due to the larger number of stations operating, he added. Included are all owned and operated NBC and CBS stations, all Pacific Coast Don Lee affiliates and 13 independently owned 50-kw outlets, Mr. Gamble stated.

A closer check is to be made of television and FM stations adopting a stimulus for prompt payment.

The following dates were announced for area and association meetings: New York Council, Nov. 15 in New York; Central Council, Oct. 8 in Chicago, preceded by a board meeting Oct. 7; Pacific Council, Oct. 11-13 at Arrowhead, Hot Springs, Calif.; annual meeting, April 6-8, 1949, Greenbriar, White Sulphur Springs, W. Va.

An expected 1000 persons will attend in Detroit today, June 14, the fourth television session conducted by the Council, the first of which was held during the annual meeting in Virginia Beach in April. Others were held in Chicago and New York, as a result of requests following the first session.

Analysis of agency costs during the past year indicates an average net profit of about 1% of the agencies' gross billing.

WEBSTER L. BENHAM Jr., commercial manager of KOMA Oklahoma City, has been elected president of Oklahoma City Advertising Club.

TALK to the SOUTH'S EAR ZONE through WDSU
WDSU broadcasts 5000 watts from the French Quarter to the Gulf and South Louisiana listeners.
From daily association with time-honored *New Orleans institutions* WDSU has developed a high quality of integrity. WDSU devotes *program time regularly* and exclusively to the St. Louis Cathedral, the International House, Moisant International Airport, Tulane University, Union Station, the Municipal Auditorium, Symphonies and Operas.
WDSU's dominate Hooperating proves that honoring local institutions creates high listener loyalty.

NEW ORLEANS WDSU ABC Affiliate
1280 kc 5000 Watts
JOHN BLAIR AND COMPANY
Representative

KGW
NBC AFFILIATE
PORTLAND, OREGON
REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

Programs

FIRST TELEVISION disc jockey show for WCAU-TV Philadelphia was premiered last week with presentation of Doug Arthur's Record Room," half-hour segment of new and old records, film clips, live dancers and community singing. Mr. Arthur a Philadelphia favorite for many years through his recorded programs on WIBG Philadelphia, now sponsored by Big 10 Record Dealers Assn. in cooperation with Raymond Rosen Co., local distributor for RCA Victor products. Ed Shapiro Agency of Philadelphia handles account and show is packaged by Contemporary Enterprises, Philadelphia.

New Approach

DIFFERENT method of political broadcasting is being used by Albion P. Beverage, Republican aspirant for the U. S. Senate from Maine, who June 2 presented round-table discussion from Washington on foreign policy. Half-hour program, which made no direct pleas to voters, was fed to WCSH Portland, WRDO Augusta and WLBZ Bangor from studios of WWDC Washington. Mr. Beverage acted as moderator of the discussion with a panel of three Republican Congressmen. Plans for similar programs are being made.

'Salute to Westminster'

OPEN HOUSE was scheduled in Westminster, Md., yesterday (June 13), when WMAR-TV Baltimore telecast its "Salute to Westminster" program. Program consisted of some 60 scenes of life in Westminster which had been previously filmed by WMAR-TV crew. Other features included choral singing by Westminster City Choruses. Station reports that more than a week before the program was televised, Westminster citizens were making arrangements to have enough TV receivers available to accommodate the population. American Legion Post installed a 10-foot screen in its auditorium; firehouse installed a receiver, and homes having TV sets were opened to the public.

KSTL Features

PERSONS of prominence in St. Louis area are being featured on two new programs over KSTL St. Louis. "Who's Who in St. Louis," aired Mon., Wed., Fri., 7:45-8 p.m., presents interviews with outstanding St. Louisans who have achieved national prominence in such fields as science, education, music, etc. "St. Louis Forum," broadcast Tues. and Thurs., 7:45-8 p.m., features discussions of public issues. Discussion is handled by two guests—pro and con—and a moderator. Brad Harrison, KSTL director of news and special events, handles both series.

Double Play

QUICK DOUBLE play by KXEL and KAYX Waterloo, Iowa, brought Memorial Day double-header fans a play-by-play description of 6 p.m. game of local Whitehawks. KXEL is a fulltime outlet, while KAYX, daytime station, leaves the air at 7:30 p.m. To give public continuous and complete ballgame KAYX started commentary at 6, while KXEL wound up the play after 7:30. KXEL made early announcements about KAYX opening, and latter station reciprocated with spots about former's follow-up.

Covers Centennial

CENTENNIAL celebration of Chicopee, Mass. over Memorial weekend, was given complete coverage by WACE and WACE-FM Chicopee. Station's special events crew was on hand Saturday night at reviewing stand where Gen. Stratemeyer, head of Air Force Defense Command; Gov. Robert Bradford of Mass.; Rep. Charles R. Clason of Mass.; Rear Admiral Brown from Naval College at Newport, R. I.; Lieut. Col. John E. Condror, chief of Air Force at Mitchell Field, New York, and Mayors Daniel Brunton of Springfield, Henry Teopfert of Holyoke and Edward O. Bourbeau of Chicopee witnessed the parade. During banquet that night WACE fed a New England network with proceedings. Monday station covered Music Festival and pageant.

Strictly Unplanned

EVERY Saturday afternoon the new station wagon transmitter of WBCC Bethesda, Md., starts cruising around Bethesda-Chevy Chase area looking for program material. Lawn parties, events at half-dozen country clubs, unscheduled incidents — anything with community interest provides program material. With a powerful 26-mc transmitter, roving crew covers a wide area and takes the air when it turns up anything good—as it frequently does.

'Clipping of Gorgeous George'

IMPORTANT beauty operation was televised by KTLA Los Angeles, June 3 when Gorgeous George, famous "Glamour Boy" of wrestling world, appeared before the video cameras. Well-known Hollywood hairdressers, Frank and Joseph, produced a "new look" coiffure of upsweep fashion especially for George and for entertainment of video audience. Dick Lane KTLA sports announcer, gave snip-by-snip description of the haircut. Frank and Joseph were dressed in tuxedos for occasion and George wore his most beautiful gown. First lock to fall was placed on black velvet pillow and carried with due ceremony to place where it was enshrined in solid gold locket which will be given to woman who writes best letter to station stating why she wants it and what she thinks of Gorgeous George.

Air Show Coverage

INTERVIEW with Tommy Boyd, one of the few remaining bat wing jumpers, was made by WHLF South Boston, Va., during coverage of air show recently. Interview was wire recorded for delayed broadcast and was done over roar of engine on Mr. Boyd's plane just before takeoff. Mr. Boyd made 10,000-foot jump while Special Events Announcer Johnny Clement described the leap. During delayed broadcast, Mr. Boyd was special guest in WHLF studios and was presented with personal record of jump description.

Convention Coverage

COMPLETE RADIO coverage of Connecticut Delegation to Republican National Convention will be provided over seven-station Connecticut State Network, as announced by C. Glover DeLaney, network president and manager of WTHT Hartford. Sereno Gammell, news director of WTHT will go to Philadelphia with Delegation and report its activities throughout convention. Program will be broadcast at 6:15 p.m. over WTHT beginning June 21. Other stations in Connecticut State Network that will broadcast program are: WNHC New Haven; WNAB Bridgeport; WATR Waterbury; WNLC New London; WTOR Torrington and WSTC Stamford.

Traffic Precautions Aired

BULLETINS and precautions for holiday motorists were broadcast over WMAQ Chicago on Memorial Day from helicopter over highly congested highways. Traffic control scheme, inaugurated by WMAQ news and special events staff last Labor Day, in cooperation with county police, will be repeated twice during summer. Drivers will be cautioned to avoid traffic snarls on Monday after July 4 and on Labor Day, when incoming traffic to Chicago is unusually heavy, and drivers will be guided to routes more free of congestion. Initial traffic information supplied by helicopter is given on news spots, followed throughout evening by bulletins aired as needed in station breaks.

Salutes Competitor

IN SPECIAL half-hour salute, KCMO Kansas City Mo., honored WHB Kansas City May 30 when latter station changed frequency and increased power with fulltime operation. On hand to extend personal congratulations during program was E. K. Hartenbower, KCMO general manager, and the honorees, Don D. Davis, WHB president and John T. Schilling, WHB general manager. Program featured KCMO orchestra under direction of Gene Moore, director of music, and other musical groups.

Lights' Anniversary

BIRTHDAY party with 22 cakes, including a 35-pound pastry, was held recently at WMIN St. Paul-Minneapolis for Paul and Mary Light, who conduct "Breakfast with the Paul Lights" weekly over WMIN. Large 35-pound doughnut cake was baked by pastry chef of Schuneman's Inc., St. Paul department store which sponsors program. Other cakes were contributed by listeners. Breakfast program is aired from Schuneman's River Room restaurant before capacity crowd of 500 people. Audience participates in various stunts and is served coffee and doughnuts following each program. Program is part of Schuneman's merchandising and promotion campaign, which is based on the Joske theme.

Statehood Day

ACTIVITIES of Wisconsin Statehood Day, May 29, marking the state's 100th birthday, were covered by WKOW Madison. Four vantage points were used for coverage of three-hour Centennial Parade—from airplane, reviewing stand, Music Hall on U. of Wisconsin Campus and from tip of State Capitol dome. Other broadcasts during day included presentation of album of centennial commemorative stamps to Gov. Rennebohm and Big Nine track and field finalists.

'Pinecrest Party'

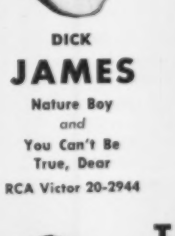
FOR BENEFIT of patients at Pinecrest Sanitorium, WMIQ Iron Mountain, Mich., twice monthly airs its "Pinecrest Party Time" from the hospital. Patients make their requests direct to announcer in studios, who is able to converse with them. There is also an announcer at the sanitorium to m.c. the show. Complete broadcast is heard at hospital through public address system. Station reports that program has been enthusiastically received by patients who have expressed their thanks through writeups in the hospital house organ. State Board of Control for Vocational Education also has sent its thanks to WMIQ for the program.

TV Historical Series

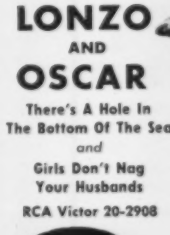
DOCUMENTARY film strip depicting history of the Magna Carta was televised Memorial Day by WBKB Chicago as part of city's rededication ceremony. Program, first of a series, explained historical background of the charter, one of the documents aboard Freedom Train.

RUSS CASE
Inside U. S. A.
and
Rhode Island Is Famous For You
RCA Victor 20-2940

DENNIS DAY
Johnny Appleseed Overture
and
Mama Macushla
RCA Victor 20-2943


DICK JAMES
Nature Boy
and
You Can't Be True, Dear
RCA Victor 20-2944

THE THREE SUNS
If I'm Elected
and
Lady of Spain
RCA Victor 20-2905


LONZO AND OSCAR
There's A Hole In The Bottom Of The Sea
and
Girls Don't Nag Your Husbands
RCA Victor 20-2908

HENRI RENÉ
Poeme
and
Darling, Je Vous Aime Beaucoup
RCA Victor 25-1120

RCA VICTOR RECORDS

KFBK GOING TO 50 KW; ONE 660-FT. TOWER UP

KFBK Sacramento, Calif., ABC outlet, will increase its power from 10 kw to 50 kw late this summer, the McClatchy Broadcasting Co., KFBK licensee, has announced.

One of station's two 660-ft. towers is up. It is located on an 80-acre site 21 miles from Sacramento.

KFBK's engineering department says the antennas differ from the conventional tower in that they are insulated at the bottom from the ground and are sectionalized or broken at approximately half their height. Each section then is insulated from the other, making the towers what is known as the Franklin type antenna system.

Station claims it has the only directional Franklin standard broadcast antenna system in the U. S. and that its signal will be equivalent to 350,000 w.

A new type of transmitter was developed which cuts down on the number of large tubes required, effects savings in the space required and further savings in power consumption, according to KFBK engineers.

CNB Reveals Rates For Radio Clients

A SCHEDULE of rates ranging from $75 to $150 weekly has been set up by the City News Bureau of Chicago for radio stations subscribing to the bureau's local news service, Isaac Gershman, CNB general manager, announces.

Stations on the air more than 80 per cent of the total number of hours in a week will be charged $150, those operating between 60 and 80 per cent of the time will be billed at $112.50, and those operating less than 60 per cent of the week will have a minimum rate of $75, Mr. Gershman said.

CNB's board of directors last week turned thumbs down on the suggestion of some station operators that the bureau's news be "specially processed" for use on the air. Only straight reports, as presently supplied to Chicago's four big dailies—*Tribune*, *News*, *Sun and Times*, and *Herald-American*—will be available to stations, the board decided. The news will be transmitted by teletype instead of pneumatic tubes, such as those linking CNB's "Loop" office with the daily papers.

The news bureau action to lift its ban against other than dailies for the first time in its 58-year history, means little to WGN, WJJD, and WIND as these stations have access to the reports through their newspaper affiliates, the *Tribune*, *Sun and Times*, and *News*, respectively.

Heavy Sunday Listening Shown by Pulse for May

SUNDAY evening proved a favorite radio listening time, and Saturday night a popular television time, according to the Pulse Inc. report for May.

Figures were as follows:

	Radio Homes
Lux Theatre	25.3
Jack Benny	24.7
Walter Winchell	20.3
Break the Bank	19.3
Fred Allen	19.3
Kraft Music Hall	18.3
Fitch Bandwagon	17.3
Sealtest Village	17.0
Charlie McCarthy	16.3
Godfrey's Talent Scouts	16.3

	TV Homes
Lux Theatre	11.0
Your Hit Parade	11.0
Jack Benny	10.0
Truth or Consequences	10.0
Walter Winchell	9.0
Screen Guild	9.0
Life of Riley	8.0
My Friend Irma	7.0
Fibber McGee-Molly	6.0
Amazing Dr. Malone	6.0
Fitch Bandwagon	6.0

Tube Increase

SALES of radio receiving tubes totaled 18,675,364 in April compared to 18,208,842 in March and 16,181,672 in April 1947, according to Radio Manufacturers Assn. The four-month total is 69,986,594. Of the April output, 13,526,965 went for new sets, 3,960,740 for export and 42,269 for government agencies.

Allied Arts

HERB DOUGLASS, former sales representative for WHN and WOR-FM New York, has joined Willard Pictures Inc., New York, as director of television sales. Firm is setting up mass production methods for video films.

GEORGE H. CLAUTICE, formerly with New Entertainment Workshop Inc., has been named New York representative of Sindlinger & Co., new audience research firm. Firm also announced it has leased 35th floor of Lewis Towers Bldg., Philadelphia, for offices. First Radox unit, electronic device which records radio and television audience reactions, is being installed in new location.

HAL TATE RADIO PRODUCTIONS and UNIVERSAL RECORDING Corp., Chicago, have concluded arrangement by which latter company will manufacture and process 16-inch transcriptions of "Who's Talking" program for national distribution, with Tate firm handling program sales. Beginning June 1, syndicated radio show owned by production firm was made available to one station in each city throughout U. S.

MRS. ANN CARNAHAN, former staff writer of "Vogue" and "Harper's Bazaar," has joined World Video Inc., New York television production organization, as program producer.

NORTH AMERICAN VIDEO PRODUCTIONS Inc. has been formed at 234 W. 44th St., New York to produce television films. Immediate production is planned for series titled "It's A Woman's World," featuring Maggi McNellis, radio personality, as commentator.

Equipment

PAUL L. CHAMBERLAIN, manager of sales of Receiver Div., Electronics Dept., General Electric Co., has been appointed manager of sales in Transmitter Div. He succeeds PHILIP G. CALDWELL, who leaves July 1 to join ABC. WALTER M. SKILLMAN has been named to succeed Mr. Chamberlain in Receiver Div. Mr. Chamberlain has been with GE Electronics Dept. since 1942.

Mr. Chamberlain

STROMBERG-CARLSON's full line of 12-inch screen television models, including new table video-FM set, will be exhibited at National Assn. of Music Merchants convention, June 14-18 in Palmer House, Chicago.

HARVEY R. BUTT has been appointed manager of Washington, D. C. office of Radiomarine Corp. of America.

ZENITH RADIO Corp. has announced twin-speaker table model FM/AM radio. Sixty-four tonal effects can be produced, and automatic volume control softens blasts and reduces possibility of fading, according to Zenith.

Fordham Summer Radio Instructors Announced

AMONG instructors at the Fordham U. summer institute of radio, to be held July 6-Aug. 14, are: Joseph A. Moran, vice president and associate director of radio, Young & Rubicam; Worthington Miner, manager of CBS Television; Arthur Hull Hayes, manager of WCBS New York; Ernest Ricca, radio producer.

Also on the staff of instructors are Tom O'Brien, former NBC staffer now freelancing; Judson LaHaye Jr., formerly with the Yankee Network, now on Fordham U. radio staff; Dorothy Engel Klock, director of radio workshop for WNYE New York, Board of Education station and Elinor Inman, CBS director of religious programs.

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In Oklahoma City
KOMA
50,000 WATTS
Joe Bernard—Gen. Manager
Avery-Knodel, Inc.
RADIO STATION REPRESENTATIVES

IN ATLANTA IT'S
WCON
THE ATLANTA CONSTITUTION STATION
ABC
NATIONAL REPRESENTATIVES HEADLEY-REED COMPANY
$336,669,000
Retail sales to families in WCON's coverage area were three hundred thirty-six million, six hundred and sixty-nine thousand dollars in 1947.
WCON is the medium to help you get your share. Write or wire Headley-Reed Company for availabilities.
WCON
5000 WATTS • 550 KC

Production

MARVIN LEVEY, for past four years studio supervisor of WFDF Flint, Mich., has been appointed production manager. **TED TAYLOR**, WFDF announcer, succeeds Mr. Levey as studio supervisor. **MONTE VALENTINE**, formerly with KRBC and KRBC-FM Abilene, Tex., has joined announcing staff.

ROBERT JOYCE has joined announcing staff of WMBG Richmond, Va., and **BEN TAYLOR**, staff announcer, has replaced **LARRY WELCH** as m.c. nightly "Tele Disc" program over WMBG.

GEORGE M. CAHAN, m.c. on several audience participation shows at WFIL-TV Philadelphia, has been appointed production manager. He joined WFIL announcing staff in 1947 and previously had been program director at KHBC Hawaii. Prior to war time service with Special Services Div. and Armed Forces Radio, he was with WHP Harrisburg, WCAU Philadelphia and WTNJ Trenton.

Mr. Cahan

BARRY WOOD, radio singing star, has joined CBS television staff as a producer-director-performer. He will produce and star in new video musical series. **ROLAD GILLETTE**, director of recent "Tonight on Broadway" video series, also has joined CBS TV as director.

BRAD PHILLIPS, formerly with KNX Hollywood and WQXR and WNYC New York, has joined WINS New York, as a staff announcer.

SELMA LEE, formerly in charge of television activities of William Morris Agency, New York, for six years, has been appointed producer-director of WMAR-TV Baltimore.

PAUL SAETTLER, former program director for KRJM Santa Maria, Calif., has joined KKLA Los Angeles, in same capacity.

JEAN PAUL KING, freelance radio director and in radio industry for several years, has joined WHN New York, as a director on production staff.

DICK COUGHLAN, former morning news editor of WCSC Charleston, S. C., has joined WFAK that city, as production manager. **BOB AUSTIN**, member of WFAK staff, has been promoted to chief announcer.

HELGA PREISMAN has joined continuity staff of WJMO Cleveland.

DON SHEEHAN, former chief announcer of WBMS Boston, has joined WCCM Lawrence Mass., as program director.

BILL GWINN, m.c. of "Sketchbook" and "Quiz of Two Cities" on KFRC San Francisco, has been named m.c. of Mutual-Don Lee "What's The Name Of That Song?"

DON GAYNOR, formerly with WGAY Silver Spring, Md., and WBTM Danville Va., has joined WTOP Washington, as summer replacement announcer.

JOHN NELSON, m.c. of ABC "Bride and Groom," is the father of a girl, born June 1 in Los Angeles.

HERB LAFFERTY Jr., former head of promotion and public relations departments of WTOL Toledo, has assumed duties as fulltime announcer.

JUNE SURATT has joined WPDQ Jacksonville, Fla., as continuity director, and **RAY EDDY** has joined station as announcer.

BILL SHEEHAN, announcer at WDRC Hartford, is the father of a girl, Kathleen.

NATE BRIDGES, former announcer-producer at KWSC Pullman, Wash. has joined staff of KYAK Yakima, Wash.

NELSON BRAGG, m.c. with WCOP Boston, is the father of a girl Bonnie Lee, born June 6.

JACK SHEFRIN has been appointed program director of WOAK(FM) Oak Park, Ill., and **MAYRON BARG, ROBERT GIGANTE** and **JAMES WIMMER** have joined announcing staff. **BARBARA MATTOON** has joined continuity staff and **CORINNE GEMMATO** has been named music librarian.

WILLARD BARRETT, NBC Central Division producer-director, is the father of a boy, Creg Hart, born June 1.

JACK ALEXANDER, formerly of CJKL Kirkland Lake, Ont., has joined announcing staff of CKEY Toronto.

EDDIE NEWMAN, former disc m.c. with WOR and WJZ New York, has joined WFPG Atlantic City, as star of his own disc jockey show.

MAUREY MILLER, formerly with KGLO Mason City, Iowa, has joined announcing staff of KLZ Denver.

DR. E. W. ZIEBARTH, director of education for WCCO Minneapolis, and CBS Central Div., has been named chairman of speech department of U. of Minnesota. Dr. Ziebarth has been in charge of the radio speech course at the university since 1937.

ANNEY HAYES, director of women's activities for KCMO Kansas City, Mo., has been re-elected president of Greater Kansas City Radio Council.

HOWARD TINLEY, former announcer-actor with WOOK Silver Spring, Md., is now handling production on "Les Williams Variety Show" originating from National Academy of Music and Art, Washington, and heard over WOOK.

MARTIN BLOCK, conductor of "Make Believe Ballroom" show over WNEW New York, has received 1948 Fathers' Day Committee award as "Disc Jockey Father of the Year." This is first time the committee has cited a disc jockey in its annual awards.

JOHNNY REZNOR, chief announcer of WPFB Middletown, Ohio, is the father of a girl, Claudia Rose.

FREDERICK P. LAFFEY, chief announcer of WLAW Lawrence, Mass., has been appointed captain in Military Intelligence Reserve, highlighting career in war and peace service of U. S. Army for 17 years.

GORDON THOMAS, m.c. of "Top O' the Morning" program over WTMJ Milwaukee and "Meet Your Neighbor" over WTMJ-TV, is the father of a girl, Mary Catherine.

LYDA FLANDERS has joined WTAG Worcester, Mass. as hostess on "Modern Kitchen" program.

JOY PUTNAM, chief scriptwriter of WTAG Worcester, Mass., and Leonard Young were married June 9.

PAUL BEDFORD, member of staff of WFMJ Youngstown, Ohio, and producer of ABC musical show, "This is for You," is the father of a girl, Susan, born June 2.

FIRST commercial network program for WTMJ-TV Milwaukee, "NBC Camel Television Newsreel" took the air June 2. It is scheduled for 10 minutes Wed., Thurs. and Fri. nights. William Esty & Co., New York, is the agency.

JOHNSTON TO BE NBC VIDEO FEATURES HEAD

JACK RUSSELL JOHNSTON, formerly vice president of McCann-Erickson, New York, will join NBC July 1 as director of the network's newly-formed Television Features Service, a division of the NBC video program department. In the new post, Mr. Johnston will serve as liaison between NBC and Jerry Fairbanks Inc., with whom he has been unofficially associated in setting up the agreement for the Fairbanks organization to produce films for NBC's use in television.

Mr. Johnston

He will direct the distribution and sale of both film and live video features to NBC's TV affiliates and will work with the network's station relations and sales departments in developing NBC's video program service to these stations by coaxial cable, radio relay, video-recorder and film.

Starting in radio in 1923 in Oklahoma, Mr. Johnston in 1930 entered the transcription business in California. Subsequently he joined CBS and was Hollywood program chief for that network before transferring to New York and McCann-Erickson.

Missouri's Broadcasters To Organize June 23-24

ORGANIZATION of a Missouri state broadcasters' association is slated at a meeting of station managers to be held June 23-24 in the Tiger Hotel, Columbia, Mo. Plans call for an evening session June 23 and a business meeting June 24, followed by a luncheon.

Chairman of the committee in charge is Paul Roscoe, KRES St. Joseph general manager. Other committee members are: Robert Neathery, KWPM West Plains; Craig Siegfried, KIMO Independence; Sam Burk, KIRX Kirksville; Mahlon Aldridge, KFRU Columbia, and L. C. McKenney, KDRO Carthage.

Memo to: *Reggie Schuebel*,
Duane Jones Co., Inc.

TEX RITTER wires NELSON KING:
"JUST FINISHED TOUR OF SOUTHERN STATES. THE WCKY JAMBOREE IS THE GREATEST THING SINCE PEPSI-COLA AND BLANKETS THE ENTIRE SOUTH."

50,000 WATTS
OF
SELLING POWER

L. B. Wilson
WCKY
CINCINNATI

ON THE AIR EVERYWHERE 24 HOURS A DAY

PRESSING the button which put WHB Kansas City's new 10-kw transmitter in operation May 30 is Henry Goldenberg, station's chief engineer, who also threw the switch on the first WHB transmitter in April 1922. WHB, which lost its fulltime permit in 1929, now is authorized to operate with 10 kw daytime and 5 kw night on 710 kc.

Caldwell Will Leave GE For ABC Post on Coast

PHILIP G. CALDWELL has been named ABC Western Division manager of technical operations, effective July 1, according to Don Searle, vice president of the division. He replaces T. B. Palmer, resigned [BROADCASTING, May 31].

Mr. Caldwell

Mr. Caldwell is manager of transmitter sales in Syracuse branch of General Electric Co. He has been with GE for 16 years.

Joining firm in transmitter department of Schenectady office, Mr. Caldwell later was transferred to Los Angeles branch as western district electronics engineer on broadcast, television and radar equipment. Following that he was commercial engineer on Army Air Force projects, Schenectady. Before attaining last position there, he was sales manager of television transmitters.

SPOT ANNOUNCEMENTS POTENT

Test Conducted by Jewelry Chain on New York's WOV Shows Their Audience Pull

A LOCAL RADIO advertiser recently surveyed the audience pull of its spot announcements on an independent New York station by using a giveaway test. The results were remarkably successful.

In order to test the potentiality of its spot announcement schedule on WOV New York, Abelson's Inc. (jewelry stores), through its agency, Sawdon Adv. Co., conducted the survey.

The advertiser had been using two daily spots at 11 a.m. and 3:30 p.m. during the Italian-language time on the station and one spot on the Rosalie Allen evening show on WOV. An offer of a set of plastic measuring spoons and cups was made on 30 of those Italian announcements and 11 English ones. To receive the gift the listeners were asked to visit the nearest Abelson's store, and 860 people showed up for the offer.

The test indicated that the 11 a.m. announcement showed considerably better results than the 3:30 p.m. spot. The agency then decided to discontinue the afternoon announcement and concentrate more heavily on the morning time and the Rosalie Allen evening time.

The announcements also increased store traffic by as many visitors as asked for the gift. The mailing list, too, was increased as each person gave his name and address. The company also felt that goodwill was achieved and that sales to many heretofore inactive customers was stimulated.

13 RADIO JOURNALISM CURRICULA ACCREDITED

ACCREDITATION has been given radio journalism curricula in 13 schools and departments by the American Council on Education for Journalism, according to Prof. Earl English, U. of Missouri, executive secretary of the accrediting committee.

Schools are Emory U., U. of Georgia, U. of Illinois, State U. of Iowa, Kansas State College, U. of Minnesota, U. of Missouri, Montana State U., Northwestern U., Ohio State U., U. of Oregon, Syracuse U. and U. of Wisconsin. In addition, approval was given 35 institutions for one or more courses.

The council was formed by NAB and the American Assn. of Schools and Departments of Journalism. A council representative accompanied the accrediting committee in its two-year investigation into the quality of journalism instruction in colleges and universities. NAB representative is Arthur C. Stringer, director of special services.

NAB has taken an active interest in these courses. The Education Standards Committee has been studying standards of instruction and the Sales Managers Executive Committee is interested in developing more and better training in the business end of broadcasting.

NEWSROOM PROBLEMS STUDIED BY TEACHERS

EIGHT teachers of journalism at colleges and universities will study practical newsroom operation in radio stations this summer under auspices of the Council on Radio Journalism, according to Arthur C. Stringer, secretary-treasurer of the council and NAB director of special services. A ninth has just completed an interneship.

The news interneships are being conducted for the fourth straight year to give journalism teachers a working knowledge of radio news problems and thus to raise the standards of all news broadcasts.

Mr. Stringer explained that news programs are preferred over all other types of broadcasts, with 44% of people getting most of their news via radio as shown by the 1947 NORC study. The council finances the interneships with grants received from cooperating stations.

Internes and their stations are: Harold Eugene Addington, U. of Kansas, KMBC Kansas City; Russell N. Baird, Bowling Green State U., WGAR Cleveland; Jack LeRoy Billings, U. of Oregon, KIEM Eureka, Calif.; Emil L. Teifel, U. of Kansas, WHAM Rochester; David M. White, Bradley U., WMBD Peoria, Ill.; George W. Seidl, U. of California, KGO San Francisco; Paul Krakowski, U. of Georgia, WJOB Hammond, Ind.; Joseph L. Morrison, U. of North Carolina, WPTF Raleigh. Floyd K. Baskette, Emory U., on June 12 completed an interneship at WSB Atlanta.

SIX VIDEO film commercials will be used on television pickup of Louis-Walcott heavyweight championship fight June 23, as arranged by Television Adv. Productions, Chicago, for Gillette Safety Razor Co. Yankee Stadium telecast will be aired over a full NBC eastern network. Maxon Inc., New York, is the agency.

KFMB sells SAN DIEGO ...better than ever!

Now 1000 watts on 550 kc

Remember! More power means more sales to more people . . .

KFMB

* Now operating KFMB-FM

BASIC AMERICAN NETWORK (Pacific Coast)

SAN DIEGO, CALIF.

Owned, Managed by JACK GROSS
Represented by BRANHAM CO

WMPS

MEMPHIS

68

On Your Radio

10,000 W Day Time
5000 W Night Time

REPRESENTED BY
TAYLOR • HOWE • SNOWDEN
Radio Sales

WLBR AM FM

LEBANON, PENNA.

WLBR blankets four major Pennsylvania cities in a $300,000,000 market, and delivers 200,000 regular listeners from a population area of 1,000,000 people.

Also . . . more listeners in its primary area than all other stations combined. You can "spot" this rich market with one station—WLBR!

JULIAN F. SKINNELL, Operations Manager
Represented by RAMBEAU

Airmark of Distinction

The old Cowbell, for over 25 years, has been the signal to the Good Folks of Texas that their kind of program is On the Air.

WBAP
THE STAR-TELEGRAM STATION
SINCE 1922
ABC NBC
FORT WORTH, TEXAS
570 kc. 5,000 Watts
820 kc. 50,000 Watts
FREE & PETERS INC.
National Representatives

A PAYING PROPOSITION

KLZ
DENVER

Ask the Katz Agency
CBS 560 kc.

NEWSMEN'S ASSN. *WBT's Knell Heads Carolinas Group*

NEWS DIRECTORS from 25 stations organized the Carolinas Radio News Directors Assn. at Asheville, N. C., June 4 and 5. Jack Knell, news director at WBT Charlotte, was elected president.

Other news directors elected officers are: Gren Seibels, WIS Columbia, S. C., first vice president; F. O. Carver Jr., WSJS Winston - Salem, N. C., second vice president; Marjorie Jordan, WFNC Fayetteville, N. C., secretary, and Bob Truere, WCSC Charleston, S. C., treasurer. Mr. Carver acted as chairman during organization of the news group.

Mr. Knell

Directors-at-large include J. Edgar Kirk, director of news and continuity, WPTF Raleigh; L. Bryon Jenkins, program director at WFBC Greenville, S. C., and Bill Melia, program director at WWNC Asheville, N. C.

Burroughs H. Prince, assistant manager of operations, NBC, was guest speaker at the convention banquet. He is producer of Morgan Beatty's 11:15 p. m. *News of the World* feature on NBC.

Set of Standards Adopted

The Carolinas newsmen adopted the following code of standards:

Radio news must always consist of material of good taste, inasmuch as the radio enters the family circle in the home. Material on the borderline of good taste shall not be broadcast except in such cases where the material is of such nature that honest journalism requires its use. In such case, lurid details which in themselves add nothing basic to the report shall be omitted.

Material for news broadcasting shall be judged for its newsworthiness alone, and shall not be reported for the special benefits of any private group or individual.

All news reports from private sources shall not be broadcast until they have been confirmed as to source, accuracy and truthfulness.

Radio news reports shall be honest, sincere, accurate, truthful and unbiased.

The radio news editor should be responsible, within the station organization, only to the station manager, or to his duly authorized representative.

Only the news editor should have the authority, granted by the station manager or his representative, to accept or reject news items.

Adequate coverage of his own area is the primary obligation of every radio news editor.

The minimum essential for every station shall be one trained newsman.

'SWAP SHOP'
Present Project, A House For a Husband

BILL BENTON, proprietor of *Swap Shop* program on WMMW Meriden, Conn., has remarked that he will swap anything from a pin cushion to a yacht. Now the station reports he has changed his slogan to: Pin cushion to husband.

The story, which made the United Press wire and papers across the country, started June 2 when a voice on the phone inquired if she could swap a six-room house in Middletown, Conn., for a husband. The voice belonged to Miss Nellie Wolan, 33, five foot, ten inch blond who weighs 160 pounds. Her requirements are that the man earn $5,000 a year, is tall, dark and good looking and be very affectionate.

Miss Wolan appeared on the program June 4 to describe her "dream man" and open two of the letters she has received.

Mr. Benton gives daily reports on the *Swap Shop* as to how many letters Miss Wolan has received, where they are from and, most important, who is in the lead for the hand of Miss Wolan.

RADIO TO COVER UN ASSEMBLY IN PARIS

PRELIMINARY arrangements by the United Nations Office of Information are being made for radio coverage of General Assembly meeting in Paris, beginning Sept. 21. Although arrangements are not final, few changes are expected.

Accommodations for 75 radio correspondents are being arranged in Paris. UN Transportation Service will arrange transportation from the U. S. to Paris and also hotel accommodations in Paris.

Radio correspondents' office will be in one wing of Palais de Chaillot. Office will be equipped with telephone booths, telegram and cable counters, document counters and a loud speaker will pipe in assembly proceedings.

R.D.F. (Radiodiffusion Francais) is responsible for all radio installations and will supply personnel to man them. There will be 12 radio booths in the General Assembly Hall and four in the conference rooms. There also will be five studios and three interviewing booths in the Palais. Recording situation is not settled but facilities are expected to be adequate.

French radio will put transmitters at disposal of UN for period of conference and will shortwave Assembly meetings to U. S. UN will make its own transmissions to Lake Success for recording. *UN Today* will be prepared in Paris and fed over program circuit to New York.

Although not yet definite, these are the plans expected to be used for radio coverage of UN General Assembly meetings in Paris.

WAB Canadian Meeting

TENTATIVE DATES have been set for annual meeting of the Western Assn. of Broadcasters, to be held at Saskatoon, Sask., Aug. 23-25. Engineering and management meets will take place at the same time.

MORE THAN 30,000 pieces of mail were pulled by WBGE Atlanta during first 13 weeks of Lionel Keene's (front center) "What Can You Do?"—youth talent show broadcast every Saturday from stage of Rhodes Theatre. Gentlemen in back row are (l to r) Mike Benton and Larry Mellert, station officials.

Big-Screen TV Receiver Announced by RCA Victor

RCA Victor's first big-screen projection-type television receiver, to retail for about $895 plus tax, was announced last week by the firm as having a 20 by 15-inch retractable screen. Equipped with the recently introduced 5-inch RCA picture tube, the low-boy styled cabinet is 39 inches high when closed.

An additional fee of $95 in residential installation covers antenna, and a year's service.

Plans Video Report

N. C. RORABAUGH Co., publisher of the monthly *Rorabaugh Report* on spot radio advertising, has announced a monthly report on television advertising, to be published separately from the spot report. It will analyze station program logs for the first week of each month to list TV advertisers, advertised products, type of program or announcement, time of broadcast and whether local, spot or network, live or film. Fourteen stations have agreed to cooperate, Mr. Rorabaugh said.

WNDR
THERE'S THAT VOICE AGAIN!
BASIC MUTUAL NETWORK
5000 watts, 1260
SYRACUSE, N. Y.
Studios in the Wilson Bldg.
Al Godwin, General Manager
Represented nationally by
Paul H. Raymer Co.

Promotion

ANIMATED station identification is being used at beginning and end of WGN-TV's daily telecasts in Chicago. Tribune Tower, theme of the animation, is shown in front of large, rotating globe and surmounted by wave pattern. Station call letters flash black and white alternately. New-type identification, in keeping with station's "action policy," replaces usual static station insignia. More than 350 separate drawings were used in preparation of film, which was produced by Blair Williser, former WGN production chief.

KOSF Song Fest

SECOND ANNUAL singing festival was held Memorial Day by KOSF Nacogdoches, Tex., with an attendance of some 3,000 persons. Singing began at station at 5 p.m. and continued to 10 p.m., attracting singers from Texas, Louisiana and Arkansas. Event took on appearance of old-time political rally as state, district, and county aspirants were introduced between musical numbers. Refreshments of cold drinks and ice cream were served to all present. Plans are already under way for the 1949 festival. Station hopes eventually to make Nacogdoches "the singing capital of the nation."

Traffic Safety Scholarship

TO PROMOTE traffic safety among youngsters, Greater Cincinnati Andrew J. Paris Youth Scholarship Foundation is being conducted by WCKY Cincinnati and Junior Chamber of Commerce. Area winner will be given $200 scholarship award and opportunity to participate for $1,000 regional award. Winner will be judged on basis of best letter submitted on safety.

House Organ

NEWS and features from each of nine units of Brush-Moore organization—seven newspapers and two stations, KPAY Portsmouth, and WHBC Canton, Ohio—are presented in new house organ started June 1 by that group. Titled "The Brush-Moore Typocycle," publication is edited by Helen Carringer with assistance from correspondents at each station and paper.

WICU Congratulations

FULL-PAGE ad was run in June 2 issue of "The Erie Dispatch" by Allen B. DuMont Labs, congratulating the "Dispatch" on receiving a construction permit for television station WICU. Ad also pointed out that WICU will be 100% DuMont equipped. Same issue carried congratulatory ads from local radio and television set dealers, also.

Gimbel Display

ONE OF LARGEST television window installations ever attempted has been opened by Gimbels department store, Philadelphia. Store has given 20 show windows, each featuring a different RCA receiver wired for sound. Receivers will be in daily use until after political conventions. At present they are being promoted as Father's Day gifts.

WNAX Awards

FOURTEEN students in the five-state area served by WNAX Yankton-Sioux City, each year are given opportunity to further their education in agriculture, forestry and home economics through the WNAX Agricultural Scholarship Fund. Fund of $6,000 is available over 10-year period for each of eight schools designated in the plan. One scholarship is open to one boy and one girl who has completed his or her freshman year at one of the eight schools. Selection of students is made by faculty and based on outstanding scholarship, leadership, character and financial need. WNAX also is sending four young people to National 4-H Club Camp in Washington, D. C., June 16-23, as delegates from South Dakota.

'Help Yourself' Forkettes

"HELP YOURSELF . . ." is slogan of WIBW Topeka, Kan., in its new promotion campaign. Folders have been distributed to the trade telling advertisers to help themselves ". . . To Greater Kansas Sales . . . Hire WIBW." Green plastic forkette is inclosed in the folder for use when you "help yourself" on picnics or informal meals. Information telling of WIBW's selling power and reply card for extra forkettes and copy of "The 1948 Kansas Radio Audience"-also is included.

WLAW Market Analysis

BROCHURE containing special market analysis has been sent out by WLAW Lawrence, Mass. Cover presents words "New England's Most Powerful Radio Station" across top of large illustration of station's transmitter. Double spread on inside contains complete figures of the market, with back cover devoted to map, in shape of an ear, showing coverage of station. Analysis was prepared by sales management of station and based on its 0.5 mv/m listening area.

KOOL Newsflashes

INITIAL operation of Trans-Lux flash-cast news electric sign was recently celebrated by KOOL Phoenix. Hour-long program of music and entertainment preceded dedication of sign in front of Hotel Adams, where KOOL has its studios. Program featured personal appearance of Gene Autry, owner and president of station. Station reports estimated crowd of 3,000 attended.

Mule Naming

CONTEST to name the lead mule drawing musical haywagon on "Georgia Hayride," heard Mon.-Sat. over WAGA Atlanta, brought 5,000 letters in 10 days, station reports. Contest received only air promotion and was conducted in cooperation with RCA Victor, which awarded first prize of combination radio-phonograph, second prize of table model radio and five third prize record albums. First prize for most original name went to contestant submitting "Elum," mule spelled backward.

Herald New Studios

TWO FULL-PAGES of pictures and stories concerning new studios of WFAS and WFAS-FM White Plains, N. Y., were run in eight daily newspapers in the area when station formally opened its new quarters. In addition, two full-page advertisements were inserted, inviting public to "visit the most modern radio studios. . . ." Large photos of studios, control rooms, offices and transmitter building were included along with articles explaining facilities and station activities.

WKY Farm Youth Scholarship

"TO STIMULATE Oklahoma farm youth to still greater farming and homemaking achievements, and to encourage more Oklahoma farm youths to attend their own Oklahoma A&M College," WKY Oklahoma City has started its third annual Farm Youth Scholarship Contest. Twelve winners, four Future Farmers of America and eight 4-H Club members, will share $2,850 in scholarships and cash awards. Judging will be based on outstanding farming accomplishments and farm homemaking. Entries will consist of scrapbook and narrative story describing entrant's work.

Swimming Program

AQUATIC program, designed to further worthwhile summer recreation for children and give impetus to swimming in South Florida, is being co-sponsored by WIOD Miami, and "The Miami Daily News." Titled "First Annual Daily News-WIOD South Florida Swimming Championships" contest features swimmers throughout six counties in Florida competing for championship finals to be held Aug. 28 as climax of program. James M. LeGate, manager of WIOD, has written series of five swimming lessons which are appearing in "Miami Daily News Sunday Magazine" with sixth lesson on diving to conclude series on July 11.

Clean-Up Campaign

CLEAN-UP campaign promoted by WGIL Galesburg, Ill., brought forth votes from four-state area electing two teen-agers as king and queen of "Galesburg Beautified." Station reports 53,259 votes, averaging one per radio home, were received during campaign. Votes were sent to afternoon teen-age record program, "Juke Box Serenade."

'Platter Time' Posters

POSTERS telling truck drivers to tune in "Platter Time" show to get road and weather information have been distributed by WLW Cincinnati. Posters have been placed in spots where all-night truck drivers stop for coffee and meals in Ohio, Indiana, Kentucky and West Virginia. Poster features star of show, Bill Nimmo, at mike telling drivers to "breeze" along with WLW and giving data what is featured over "Platter Time" show. Posters also have been sent to dealers handling Buell Air Horns, product advertised on the show.

Opening Campaign

HERALDING opening of WRVC (FM), affiliate of WRVA Richmond, Va., teaser ad campaign was scheduled in Norfolk newspapers. Large, 1,000-line ads appeared in Norfolk, Newport News and Portsmouth papers on Saturday and Sunday of opening. Folders containing pictures of CBS stars, WRVA stars, station staff, program schedule and facts for FM-set owners were mailed to station's mailing list in Tidewater area.

Historical Booklets

AS PROMOTIONAL follow-up of the "American Heritage" series on WNEW New York last fall, 800 spiral-bound books containing full-size reproductions of 13 historical documents now on the Freedom Train have been issued by the station to elementary and high schools in the New York area.

Lombardo Promotion

EXTENSIVE promotion campaign launched the "Guy Lombardo Show" June 3 over WGN Chicago. A plane with trailer circled the city, illuminated billboards were spotted throughout city areas, car cards cropped out on street cars and buses, and a brewery wagon with draft horses displayed posters. The 13-week contract was placed through Louis Weitzman Agency, Los Angeles.

Promotion Personnel

VINCENT C. PIANO, former announcer-writer for WOLF and WAGE Syracuse, N. Y., has been appointed sale promotion manager of WSB Atlanta. Mr. Piano has been associated with WHDH Boston, and before joining WSB was with NBC New York. During World War II he served in Intelligence Corps and acted as program director of HOA Panama City. He also has starred on various radio shows.

Mr. Piano

WALT OSBORNE, newsman of WTOL Toledo, has assumed duties as head of promotion and public relations departments.

PHILIP S. CARTER and **HENRY A. REEVES** have joined promotion and publicity departments, respectively, of Yankee Network, Boston.

WILLIAM GOLDEN, CBS art director and associate director of sales promotion and advertising, has been awarded an Art Directors Club of New York medal in recognition for his layout in "Crescendo," CBS promotional brochure. **DAVID STONE MARTIN** and **ROY DODY,** freelance artists, also were cited for pieces prepared for CBS. **ALLEN F. HURLBURT,** NBC art director, and **JOE KAUFMAN,** freelance artist, received medals for best advertising cartoon, executed for NBC.

PHILADELPHIA'S No. 1 Disc Jockey
Doug Arthur with Danceland
10,000 Watts WIBG
Nationally by Adam J. Young, Inc.

WFMJ SELLS The Rich Mahoning Valley
AND HERE'S WHY!
THERE'S MORE "SETS IN USE"
An Average of 45% More Than National Average
•
Youngstown Ratings of Network Shows Average 100% Higher
•
A Greater Audience at Lower Cost
Ask HEADLEY-REED
WFMJ
WFM J-FM
The ABC Station For YOUNGSTOWN, OHIO

Baltimore's Listening Habit
WCBM
MUTUAL BROADCASTING SYSTEM
JOHN ELMER, President
GEORGE H. ROEDER General Manager
Exclusive National Representatives
WEED & CO.
New York, Chicago, Boston, Detroit, Atlanta, Hollywood, San Francisco

Hon. Harlow Roberts
Goodkind, Joice & Morgan
Chicago, Illinois.
Dear Harlow:

Caught th' mail man a huffin' an' puffin' up th' stairs t'other day . . . "What-cha doin"?, sez I, frien'ly like . . . "Totin' them derned Eddie Arnold letters," sez he, "must have dee-livered over a million so fer" . . . "Shecks, cain't be mor'n a couple hundred over 3000 and we hain't mentioned a word 'bout them picture's in three weeks" I replied . . . (new word I picked up in the program department) an speakin' of replys, 3000 of 'em for an offer made fer two weeks at 7:30 in th' mornin' is worth tellin' about . . . course it wuz made on WCHS, yer Columbia affiliate in Charleston, West Virginia . . . which has 5000 watts at 580 . . .

yers
Algy.

WCHS
Charleston W. Va.

"VIC" DIEHM SAYS:

We Dominate Our Coverage Area

Here are the results of a survey recently conducted by Robt. S. Conlan and Associates.

WAZL	67.5%
Station A	2.6
Station B	2.3
Station C	7.0
Station D	9.2
Station E	1.9
Station F	2.4
Others	7.1

For further information write to
Vic Diehm c/o WAZL
or
Robt. Meeker Assoc.
521 Fifth Ave.
N. Y. C.

WAZL
Established 1932 - Hazleton, Pa.
THE VOICE OF PENNSYLVANIA'S HIGHEST CITY
AFFILIATED WITH NBC - MBS

June 7 Decisions . . .

BY COMMISSION EN BANC

Action Deferred

Hearst Radio Inc.—Adopted order deferring action on petition for correction, retraction or withdrawal of Section D of Part 1 of Commission's order of March 7, 1946, entitled "Public Service Responsibility of Broadcast Licensees", until such time as Commission may have considered and arrived at its decision on application for renewal of license of WBAL Baltimore.

ACTIONS ON MOTIONS

(By Commissioner Jones)

Radio Station WAIT Chicago—Granted petition to dismiss without prejudice FM application.

Leland Holzer, Los Angeles—Granted petition to accept late appearance in re application. Granted petition for leave to amend application to change location from Los Angeles to Long Beach, Calif., etc.

WCAE Inc., Pittsburgh—Granted petition for leave to amend TV application with respect to estimated costs of installation and estimated cost of operation for first year, etc.

Center Bcstg. Co., Center, Tex.—Granted petition for leave to amend application to specify 930 kc 1 kw D in lieu 1490 kc 250 w unl. etc., and application was removed from hearing docket.

Philco Television Bcstg. Corp., Bethlehem, Pa.—Granted petition for leave to amend TV application to change proposed location of trans. to reduce specified power etc.

WJW Cleveland—Granted petition for leave to amend TV application to change trans. site, ERP etc.

Radio Television of Baltimore, Baltimore—Granted petition to accept its late appearance for oral argument in Doc. 7570.

Hearst Radio Inc., Baltimore—Passed over petition for leave to amend its FM application.

WKAT Miami Beach, Fla.—Dismissed as moot petition for reconsideration of petition to enlarge issues in re Doc. 8339.

WWSW Inc., Pittsburgh—Granted petition for continuance of consolidated TV hearing scheduled for June 14 to July 19 at Pittsburgh.

A. Frank Katzentine, et al, Miami Beach, Fla.—Commission on own motion continued indefinitely consolidated TV hearing scheduled June 24 at Miami, pending termination of proceeding in matter of amendment of Sec. 3.606 of rules.

Texas Television, et al, Dallas, Tex.—Commission on own motion continued indefinitely consolidated TV hearing scheduled June 27 at Dallas, pending termination of proceeding in re amendment of Sec. 3.606 of rules.

Radio Station WSOC Inc., et al, Charlotte, N. C.—Commission on own motion continued indefinitely consolidated TV hearing scheduled June 30 at Charlotte pending termination of proceeding in re amendment of Sec. 3.606 of rules.

New England Television Co. Inc., et al, Kansas City—Commission on own motion continued indefinitely consolidated TV hearing scheduled July 5 at Kansas City pending termination of proceeding in re amendment of Sec. 3.606 of rules.

New England Television Co. Inc., et al, Fall River, Mass.—Same as above except hearing scheduled June 21 at Fall River and New Bedford.

Eurieth Dickinson Rivers Jr., et al, Atlanta, Ga.—Same as above except hearing scheduled June 28 at Atlanta.

New England Television Co. Inc., et al, St. Louis—Same as above except hearing scheduled July 12 at St. Louis.

York County Bcstg. Co. and Biddleford Bcstg. Corp, Biddleford, Me.—Dismissed without prejudice application and removed from hearing docket application of Biddleford Bcstg. Corp.

Good Neighbor Bcstg. Co., San Antonio—Dismissed as moot petition for leave to amend and remove from hearing AM application.

KWWL Waterloo, Iowa—Granted petition for leave to amend application to mod. proposed ant. system and to alter field ratio of No. 2 and 3 towers in ant. system, and ordered KFH Wichita, Kan., removed as party intervenor in this proceeding.

Naugatuck Valley Bcstg. Corp., Ansonia, Conn.—Commission on own motion continued indefinitely hearing scheduled June 9 at Washington on AM application.

ACTIONS OF THE FCC

JUNE 4 to JUNE 10

CP-construction permit	ant.-antenna	cond.-conditional
DA-directional antenna	D-day	LS-local sunset
ERP-effective radiated power	N-night	mod.-modification
ST-studio-transmitter	aur-aural	trans.-transmitter
synch. amp.-synchronous amplifier	vis-visual	unl.-unlimited hours

Brennan Bcstg. Co., Jacksonville, Fla.—Granted petition for leave to take depositions in re application.

Raytheon Mfg. Co., Waltham, Mass.—Granted petition for continuance of hearing scheduled June 10 in re TV application and hearing was continued indefinitely pending action on petition for reconsideration and grant.

The WGAR Bcstg. Co., et al, Cleveland—Granted joint petition for continuance of consolidated TV hearing scheduled June 14, and hearing was continued indefinitely pending termination of proceeding in re amendment of Sec. 3.606 of rules.

WPAB Ponce, P. R.—Granted petition for indefinite continuance of hearing scheduled June 7.

Louis G. Baltimore and Wyoming Valley Bcstg. Co., Wilkes-Barre, Pa.—Commission continued indefinitely hearing on TV applications scheduled June 3-4 at Wilkes-Barre, pending termination of proceeding in re proceeding on amendment of Sec. 3.606 of rules.

The Windham Bcstg. Co., Willimantic, Conn.—Granted petition for continuance of hearing scheduled June 4 to July 29, in re application.

WWBZ Vineland, N. J.—Commission on own motion continued indefinitely hearing scheduled June 8, pending action on request for waiver of hearing procedure.

BY THE SECRETARY

WDOW Midland, Mich.—Granted mod. CP to change type trans., for approval of ant., trans. and studio locations.

KOMW Omak, Wash.—Granted mod. license to change name of licensee to KOMW Inc.

WHOM Jersey City, N. J.—Granted mod CP to change type trans.

KCBC Des Moines—Granted mod. license to change name of licensee to Majestic Bcstg. Co.

WLIO East Liverpool, Ohio—Granted mod. CP to make changes in vertical ant.

WGBI and WGBI-FM Scranton, Pa.—Granted involuntary transfer of control of licensee corporation from Frank Megargee, deceased, to M. E. Megargee, executrix of estate.

KCRS Midland, Tex.—Reconsidered action of April 4, and re-granted license to include further changes in DA.

James Bcstg. Co. Inc., Jamestown, N. Y.—Granted CP new ST link station to be used with WJTN-FM.

Granite District Radio Bcstg. Co., area of Salt Lake City—Granted license for new relay station KGSO.

Following were granted mod. CPs for extension of completion dates as shown: WGAL-FM Lancaster, Pa., to 11-1-48; WJBK-FM Detroit to 11-29-48; KRNT-FM Des Moines to 9-6-48; WEMI New Haven, Conn., to 9-10-48; WKJC-FM Fort Wayne, Ind., to 6-30-48; WNAM-FM Neenah, Wis., to 11-1-48; WNHC-FM New Haven to 7-15-48; KFVS-FM Cape Girardeau, Mo., to 8-25-48; WHKB Columbus, Ohio, to 9-28-48; WFBC-FM Greenville, S. C., to 12-1-48; WAGE-FM Syracuse, to 8-18-48; KPRA Portland, Ore., to 9-10-48; WIP-FM Philadelphia to 7-10-48; WRXW Louisville, Ky., to 11-1-48; WRJN-FM Racine, Wis., to 7-21-48; WDEV Waterbury, Vt., to 9-21-48; WHLW Rutland, Vt., to 9-27-48; KALE Portland Ore., to 7-19-48; WJAX Jacksonville, Fla., to 9-10-48; KXRX San Jose, Calif., to 6-15-48; KLAC Los Angeles to 10-25-48.

KCRO Woodland, Calif.—Granted mod. CP for approval of ant., trans. and studio locations.

KOAK Clinton, Okla.—Granted mod. CP for extension of commencement of construction date to 7-12-48.

Iowa State College of Agriculture and Mechanic Arts, Ames, Iowa—Granted CP new ST link station to be used with WOI-FM.

WOR-TV New York—Granted mod. CP to change trans. location, type equipment and ERP to vis. 22 kw, aur. 11 kw, and make ant. changes.

KWKC Abilene, Tex.—Granted mod. CP to make changes in vertical ant.

KUHF Houston, Tex.—Granted mod. CP for extension of completion date to 12-28-48.

WUOA Tuscaloosa, Ala.—Same extended to 11-27-48.

KCVN Stockton, Calif.—Granted license for new noncommercial educational FM station.

KOWB Laramie, Wyo.—Granted voluntary assignment of license to The Snowy Range Bcstg. Co. Inc.

Unity Bcstg. Corp. of Tenn., Chattanooga—Granted CP new ST link station to be used with FM station WVOL.

WDSU-TV New Orleans—Granted mod. CP to change trans. location, decrease ERP to vis. 19 kw, aur. 9.5 kw and make ant. changes.

Following were authorized mod. CPs for extension of completion dates as indicated: WRLD-FM Lannett, Ala., to 6-12-48; WMFM North Adams, Mass., to 9-15-48; WKBN-FM Youngstown, Ohio, to 12-21-48; WMMJ-FM Peoria, Ill., to 8-1-48; WEBQ-FM Harrisburg, Ill., to 7-1-48; WFMJ-FM Youngstown, Ohio to 11-18-48; WGAA-FM Cedartown, Ga., to 6-14-48; WHAI-FM Greenfield, Mass., to 6-15-48; WHP-FM Harrisburg, Pa., to 8-26-48; WJBC-FM Bloomington, Ill., to 12-14-48; WMAK Nashville, Tenn., to 7-15-48.

WAGE Inc., Area Syracuse, N. Y.—Granted mod. license of relay WDLY to change power to 50 w and change equipment.

Columbus Bcstg. Co., Columbus, Ga.—Granted CP new ST link station to be used with WRBL-FM.

WJBK-FM Detroit—Granted mod. CP to change studio location, trans. location, ERP to 30.15 kw, ant. height to 443 ft. and make changes in ant. system.

June 7 Applications . . .

ACCEPTED FOR FILING

Modification of CP

KFBK Sacramento, Calif.—Mod. CP increase power etc., for extension of completion date.

Fulton County Bcstg. Corp., Atlanta, Ga.—Mod. CP new standard station for extension of completion date.

KEIO Pocatello, Ida.—Mod. CP change frequency, increase power etc., for extension of completion date.

AM—960 kc

Kentucky Mountain Bcstg. Co., Prestonsburg, Ky.—CP new standard station 900 kc 1 kw D. AMENDED to change name of applicant from E. P. Hill Jr. and D. C. Stephens, partners

CHNS
HALIFAX NOVA SCOTIA
THE SIGNBOARD OF SELLING POWER IN THE MARITIME PROVINCES
ASK
JOS. WEED & CO.
350 Madison Ave., New York
He Has the Reasons Why!
5000 WATTS—NOW!

d/b as Kentucky Mountain Bcstg. to D. C. Stephens tr/as Kentucky Mountain Bcstg. Co., and to change frequency to 960 kc.

Extension of Authority

First Baptist Church, Pontiac, Mich.—Extension of authority to transmit programs from First Baptist Church at Pontiac, to CKLW Windsor, Ont., Canada, for period beginning Aug. 13.

Modification of CP

KOH Reno, Nev.—Mod. CP increase power, etc., for extension of completion date.

KONG Alameda, Calif.—Mod. CP new FM station for extension of completion date.

KARM-FM Fresno, Calif.—Same.

KIDO-FM Boise, Ida.—Same.

WFNU Crawfordsville, Ind.—Mod. CP new FM station to decrease ERP from 16 kw to 12.7 kw.

KMFM Monroe, La.—Mod. CP new FM station to increase ERP from 10 to 17 kw, increase ant. height.

KBIX-FM Muskogee, Okla.—Mod. CP new FM station for extension of completion date.

KOCY-FM Oklahoma City—Same.

KWGD St. Louis—Same.

KRBC-FM Abilene, Tex.—License to cover CP new FM station.

KYFM San Antonio—Mod. CP new FM station for extension of completion date.

KLAC-TV Los Angeles—Mod. CP new commercial television station to change ERP from vis. and aur. 16 kw to vis. 31 kw, aur. 14.8 kw.

TV—60-66 mc

Harmco Inc., Sacramento, Calif.—CP new commercial television station on Channel 3, 60-66 mc, ERP vis. 17 kw, aur. 8.5 kw unl.

Modification of CP

WXEL Parma, Ohio—Mod. CP new commercial television station for extension of completion date.

TV—180-186 mc

Penn-Allen Bcstg. Co., Allentown, Pa.—CP new commercial television station on Channel 8, 180-186 mc, ERP vis. 1.376 kw, aur. 0.188 kw unl.

Tri-City Telecasters Inc., Allentown, Pa.—CP new commercial television station on Channel 8, 180-186 mc, ERP vis. 7 kw, aur. 0.5 kw unl.

TV—76-82 mc

Radio Service Corp. of Utah, Salt Lake City—CP new commercial television station on Channel 5, 76-82 mc, ERP vis. 18.4 kw, aur. 9.2 kw unl.

Exp. TV Relay

WGN Inc., Area Chicago—CP new exp. television relay station on 7000-7125 mc, power of 0.1 w and A5 emission. AMENDED to change frequency to 7025-7050 mc.

Exp. TV Station

The Yankee Network Inc., Area Boston—License to cover CP new exp. television station.

Reinstate CP

Mojave Valley Bcstg. Co., partnership of William T. Brown, Burton C. Boatright and Robert E. Reno, Area of Barstow, Calif.—Reinstatement of CP which authorized new remote pickup station on 1646, 2090, 2190, 2830 kc, 20 w and A3 emission.

License Renewal

Applications for renewal of standard license filed by: WTNB Birmingham, Ala.; WHBS Huntsville, Ala.; KTON Pine Bluff, Ark.; WSIR Winter Haven, Fla.; KTOH Lihue, Hawaii; WKRO Cairo, Ill.; WKBB Dubuque, Iowa; WOMI Owensboro, Ky.; KCIL Houma, La.; WARK Hagerstown, Md.; WHAV Haverhill, Mass.; WBEC Pittsfield, Mass.; WVIM Vicksburg, Miss.; KRNR Roseburg, Ore.; KBOW Butte, Mont.; WFLB Fayetteville, N. C.; WMRC Greenville, S. C.; WOPI Bristol, Tenn.; KVAL Brownsville, Tex.; KSAM Huntsville, Tex.; KPLT Paris, Tex.; WROV Roanoke, Va.; WLCX LaCrosse, Wis.

License for CP

KDAC Fort Bragg, Calif.—License to cover CP new standard station and specify studio location.

SSA—Programs

KTMS Santa Barbara, Calif.—Special service authorization to permit broadcasting information to longshoremen, as public service and without charge, in accordance with request of Pacific Coast Maritime Industry Board, from 4:44 to 4:45 pm (PST) Mon.-Fri. and 4:58-4:59 pm Sat., for period ending May 1, 1950.

License for CP

WMMB Melbourne, Fla.—License to cover CP new standard station.

WAFB Baton Rouge, La.—License to cover CP new standard station and specify studio location.

Modification of CP

WMAR Baltimore—Mod. CP new standard station for extension of completion date.

WRMS Ware, Mass.—Same.

AM—1430 kc

Floral City Bcstg. Co., Monroe, Mich.—CP new standard station 1430 kc 500 w D DA. AMENDED to change name of applicant from Edward T. Dillon and Matthew A. Vance, partnership d/b as Floral City Bcstg. Co. to Edward T. Dillon, Francis X. McNerney and James T. Bolan, partnership d/b as Floral City Bcstg. Co.

License for CP

KAUS Austin, Minn.—License to cover CP new standard station.

WHB Kansas City—License to cover CP change frequency, increase power, etc.

KMON Great Falls, Mont.—License to cover CP new standard station and specify studio location.

WVOT Wilson, N. C.—License to cov- CP new standard station.

Modification of CP

WICA Ashtabula, Ohio—Mod. CP increase power, change hours etc. for extension of completion date.

AM—1050 kc

Charles H. Young, Anderson, S. C.—CP new standard station 720 kc 1 kw D. AMENDED to change frequency to 1050 kc.

License for CP

KSDN Aberdeen, S. Dak.—License to cover CP new standard station and change studio location.

KIHO Sioux Falls, S. Dak.—Same.

WKTY La Crosse, Wis.—Same.

FM—105.7 mc

The Belleville News-Democrat, Belleville, Ill.—CP new FM station (Class B) on 105.7 mc, Channel 289. ERP 14.4 kw.

Modification of CP

WBSM New Bedford, Mass.—Mod. CP new FM station for extension of completion date.

WDNC-FM Durham, N. C.—Same.

WOHS-FM Shelby, N. C.—Mod. CP new FM station to change ERP from 2.2 to 2.56 kw, change trans. and make changes in ant. system.

WFBG-FM Altoona, Pa.—Mod. CP new FM station for extension of completion date.

WRAK-FM Williamsport, Pa.—Same.

Assignment of CP

WLON Front Royal, Va.—Voluntary assignment of CP new FM station from Hoyle Barton Long to Sky-Park Bcstg. Corp.

License Renewal

Applications for renewal of standard license filed by: KAKE Wichita, Kan.; WSKY Asheville, N. C.; WMNC Morgantown, N. C.; WLOH Princeton, W. Va.

APPLICATIONS DISMISSED

AM—1290 kc

Frequency Bcstg. System Inc., Ruston, La.—CP new standard station 1290 kc 250 w D.

AM—1230 kc

Charles F. Smith and Donald F. Ellis, partnership d/b as Radio Central, Moberly, Mo.—CP new standard station 1230 kc 250 w unl.

APPLICATION RETURNED

Transfer of Control

KBST Big Spring, Tex.—Voluntary transfer of control of licensee corporation from Houston Harte, M. B. Hanks, Edward Barrett, Bonnie Davis, Isabelle Harte Mrs. Eva M. Hanks and Lt. R. W. Whipkey to William J. Wallace, R. W. Whipkey, Howard Barrett and Lewis O. Seibert, partnership d/b as Big Spring Bcstg. Co. Request of attorney.

TENDERED FOR FILING

Assignment of License

KRJM Santa Maria, Calif.—Consent to assignment of license of FM station KRJM to John H. Poole.

TV—180-186 mc

KOIN Inc., Portland, Ore.—CP new commercial television station Channel 8, 180-186 mc, ERP vis. 22.2 kw, aur. 11.7 kw.

AM—1240 kc

Vinita Bcstg. Co., partnership of Austin B. Chappelle, James E. Scrogges, Ottice Tidwell and Russell Bennitt, Vinita, Okla.—CP new standard station 1240 kc 250 w unl.

AM—940 kc

Lester E. Gavitt, Southbridge, Mass.—CP new standard station 940 kc 500 w D.

AM—610 kc

Kermit Bcstg. Co., Kermit, Tex.—CP new standard station 610 kc 1 kw D.

TV—66-72 mc

KMYR Bcstg. Co., Denver—CP new commercial television station Channel 4, 66-72 mc, ERP vis. 29.5 kw, aur. 14.8 kw.

TV—174-180 mc

W. Harry Johnson d/b as Mid-South Television Bcstg. Co., Jackson, Miss.—CP new commercial television station Channel 7, 174-180 mc, ERP vis. 20.6 kw, aur. 14.7 kw.

TV—198-204 mc

The Troy Record Co., Troy, N. Y.—CP new commercial television station Channel 11, 198-204 mc, ERP vis. 31.1 kw, aur. 15.55 kw.

TV—186-192 mc

Homer W. Snowden, d/b as Oklahoma City Television Co., Oklahoma City—CP new commercial television station Channel 9, 186-192 mc, ERP vis. 29.5 kw, aur. 14.7 kw.

TV—174-180 mc

KING Bcstg. Co., Seattle, Wash.—CP new commercial television station Channel 7, 174-180 mc, ERP vis. 28.1 kw, aur. 14.1 kw.

TV—198-204 mc

Twentieth Century-Fox of Washington Inc., Seattle, Wash.—CP new commercial television station Channel 11, 198-204 mc, ERP vis. 26.9 kw, aur. 13.4 kw.

June 8 Applications . . .

ACCEPTED FOR FILING

Modification of CP

WSAR Fall River, Mass.—Mod. CP change frequency, increase power, etc., for extension of completion date.

License for CP

KSTL St. Louis—License to cover CP new standard station.

ACCEPTED FOR FILING

Modification of CP

WFBR-FM Baltimore—Mod. CP new FM station for extension of completion date.

WWDX Paterson, N. J.—Same.

WGPA-FM Bethlehem, Pa.—Same.

WFHR-FM Wisconsin Rapids, Wis.—Same.

TV—66-72 mc

KMYR Bcstg. Co., Denver—CP new commercial television station on Channel 4, 66-72 mc, ERP vis. 29.6 kw, aur. 14.8 kw unl.

TV—198-204 mc

The Troy Record Co., Troy, N. Y.—CP new commercial television station on Channel 11, 198-204 mc, ERP vis. 31.1 kw, aur. 15.55 kw unl.

TV—82-88 mc

Westinghouse Radio Stations Inc., Pittsburgh—CP new commercial television station on Channel 6, 82-88 mc, ERP 15.9 kw, unl. AMENDED to increase ERP to 24.9 kw.

TV Exp.—504-510 mc

National Bcstg. Co. Inc., Washington, D. C.—CP new experimental television station on 504-510 mc, power of vis. 5000 w (peak), aur. 5000 w, emission vis. A-5 and aur. special for FM.

STL—942 mc

James A. Hardman, North Adams, Mass.—CP new ST link station on 942 mc, 15 w, emission special for FM.

(Continued on page 95)

FCC Correction

IN REPORT of FM and TV actions dated June 2, item relating to WNAC-TV Boston, Yankee Network should have shown extension of completion date to Dec. 2 instead of Sept. 2, 1948.

ONE OF A KIND

Time buyers learn early that some stations sell merchandise, while others do not. WAIR is a selling station . . . made so by popular programming. WAIR sells in volume . . . at a profit.

WAIR

Winston-Salem, North Carolina
Representative: The Walker Company

Something to Crow About!

Successive B.B.M. Reports give CFCY the largest weekly circulation of any commercial station east of Montreal

Ask: Weed & Co.

All-Canada Radio Facilities

CFCY

CHARLOTTETOWN, P.E.I.

SPEARHEADING THE PROGRESS OF FM

•CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to

Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

General manager: Good opportunity for extremely well qualified man to take full charge of midwest 1000 watt station. Present employees advised. Send photo, complete personal history and experience with first letter. Box 484, BROADCASTING.

Commercial manager for major market station midsouth. Earnings of $7500. plus per year for right man. Send all particulars first letter. Inquiries held in strictest confidence. Box 745, BROADCASTING.

Salesmen

Time salesman for metropolitan market. Independent station. Unlimited opportunity. State qualifications. Box 736, BROADCASTING.

Wanted. Salesman. Excellent opportunity in midwest market of 175,000. Radio background and selling ability essential. Advise full details first letter. Box 661, BROADCASTING.

Salesman wanted by KLO, Ogden, Utah, 5000 watt, Mutual and Intermountain Network affiliate. Generous draw and commission. Interest in regional network and other stations, offers wonderful opportunity. Immediate opening. Wire or write Col. Lowder, KLO, Hotel Ben Lomond, Ogden Utah.

Salesman wanted—Excellent opportunity for young man in progressive Mutual Network station. Radio Station WGGA Gainesville, Georgia.

Wanted: Salesman who has had previous experience selling in a competitive market. Network affiliate. Attractive offer. Box 781, BROADCASTING.

Announcers

Immediate opening for good all-round top small station announcer. Better than average starting salary. Send disc, photograph, references. WDBC, Escanaba, Michigan.

Experienced announcer capable of doing sports. Midwest regional network station offers splendid opportunity for versatile man. Good base salary. Talent extra. Send qualifications, salary expected, photo and transcription to WFDF, Flint, Michigan.

Newscaster 5000 watt midwest mutual. Some experience. Distinctive voice style. Rush disc and particulars. KTRI, Sioux City, Iowa.

Announcer-engineer with license. Technical ability secondary. Disc and references required. Salary $65.00 to $75.00 depending on ability. WCNH, Quincy, Florida.

Topnotch announcer, NBC affiliate, New York State. Accent on news. Five day week, talent. Permanent. Send disc, full details. Box 731, BROADCASTING.

Announcer—program director needed by network station principal Texas market. Must have selling voice, ability to handle people, highest character. Box 720. BROADCASTING.

Wanted: An experienced announcer. Network affiliate, upstate New York. Complete details first letter. Box 697, BROADCASTING.

Announcer—operator. Florida network station. If good announcer send disc. Box 676, BROADCASTING.

Experienced announcer. All-round man who knows news editing. Opportunity plus for one who aspires to executive position. Can arrange living quarters for single man now and family later. Write to WATG, Ashland, Ohio giving qualifications, references and salary expected. Send audition platter.

Progressive Rocky Mountain station offers good experience opportunity to qualified announcer with first class ticket. Address inquiries to Box 755, BROADCASTING.

Help Wanted (Cont'd)

Announcer, experienced selling personality, write own copy, controls, would consider couple—home economist. Resume. Telecast, 214 West 42nd Street. N.Y.C.

Network affiliate needs good announcer. Pay fifty-five dollars per week. Wire if interested. Box 756, BROADCASTING.

Wanted: Announcer who has previous experience in news, commercial ad-lib and must be a good disc jockey. Box 782, BROADCASTING.

Wanted immediately — Combination man, Las Vegas, Nevada. If you are an outstanding announcer with first class license you have real opportunity to make money and live in one of America's finest resort areas. CBS station has unusual opening for right man. Engineering ability secondary. Write Station KLAS. Box 1510, Las Vegas, Nevada and send audition disc. Act fast if you are the right man.

Technical

Engineer of good character, best technical qualifications for south Texas station. Box 721, BROADCASTING.

Chief engineer of excellent character, high technical ability, stable temperament wanted by local in large southwestern city. Box 719, BROADCASTING.

Wanted: Engineer for 250 watt AM and 10,000 watt FM transmitters. Give complete background first letter. Box 687, BROADCASTING.

Engineer-announcer for CBS affiliate in Florida. Good voice essential, experience unimportant. Give particulars in first letter to Manager, WFOY, St. Augustine.

Combination operator announcer with first ticket. Inexperienced $200.00, experienced $230 to start plus extras about $20.00. Rocky Mountain. Housing. Box 750, BROADCASTING.

Transmitter operator wanted immediately. Single man with car preferred. WPAG Ann Arbor, Michigan.

Transmitter technician—must be experienced—preferably on RCA 1K—car necessary. In first letter state experience, salary desired, references and enclose picture. Technical Manager, WFDF, Flint 3, Michigan.

Production-Programming, others

Continuity Director

Largest regional in midwest has immediate opening for experienced writer of direct selling copy. Top salary. Full details first letter, including snapshot and date available.

Box 751, BROADCASTING

Program director with experience producing shows. Bursting with good ideas and drive to put them over. Air mail disc photo, background. Housing available. KPRK, Livingston, Montana.

Texas station in beautiful resort city wants proficient secretary also capable writing selling copy. Box 722, BROADCASTING.

Good writers. Major midwest station needs three, experienced in solid commercial, music show, dramatic writing. Send samples all three types, photo, education, references, experience first reply. Box 762, BROADCASTING.

New 250 Michigan station on air August needs station personnel. Box 764, BROADCASTING.

Help Wanted (Cont'd)

Have executive secretarial position available starting July 1st for woman with radio experience. Exceptional opportunity for right person. Must have complete knowledge of all types of radio bookkeeping and general office work. Must be permanent and interested in future. This position open at home office of three station operation. Write full details on experience and give references. P. O. Box 1419, Albuquerque, New Mexico.

Situations Wanted

Managerial

Manager or program director. Thoroughly qualified. 13 years radio, all phases. First class license. Box 740, BROADCASTING.

Now general manager successful 250 watt station desire change. Consider manager or program director. Good references. Can bring engineers if needed. Available two weeks notice. No floaters. Box 714, BROADCASTING.

18 years experience from announcer to manager. Fifteen years with same midwest network regional station—past ten as manager. Seeking good location to make home as manager or program director. Can be available immediately. Box 683. BROADCASTING.

Manager as executive officer responsible for successful development midwest network regional. Desires better climate and opportunity to help develop AM-FM-TV regional property on profit-sharing basis. Excellent record and references. Box 485 BROADCASTING.

GENERAL MANAGER AVAILABLE

Nine years experience in station management. Thorough knowledge of all station departments including sales, promotion, program, finances and operations. Will move anywhere on good proposal. For details, references and recommendations write Box 747, BROADCASTING.

Station manager—Conscientious, steady and extensively experienced to coordinate sales and programming for top results. Studied with Jan Pearson and has 15 years experience as newsman with leading metropolitan daily, radio news editor, programming, promotions, sales and writing continuity which sells. Friendly, tactful and able to close deals others failed. A qualified executive and organizer. Free to travel anywhere. Available after July 1. Box 778, BROADCASTING.

Manager. Do you have CP or established facility to put in the black, if so, allow me to present full qualifications. Have built two new stations. Proven money maker. Extensive contacts. Best references. Owners health forced sale of present station. Box 766, BROADCASTING.

Qualified manager available. Highly successful experience record over fifteen years in radio. Two years newspaper sales executive. Can assume responsibility and deliver. Settled family man. Sales record excellent. Box 757, BROADCASTING.

Executive manager and program director. Both mature, experienced all phases AM-FM operation. Specially trained for TV. Excellent record of effective, profitable operation and finest references. Will accept full responsibility development or maintenance any property with income dependent on results. Box 785, BROADCASTING.

Announcers

Combination announcer-operator. 1st ticket. Not disc jockey, but good straight announcer plenty experience. Box 741, BROADCASTING.

Versatile and reliable. 1 year's experience. References, disc. Married and will travel. Stan Marshall, 4842 68th Street, San Diego, California.

Announcer available immediately. Experience, voice, personality. Mart Wayne, 3514 Rochambeau Avenue, New York.

I've had a year's training in the National Academy of Broadcasting in announcing for which I am interested, and have had experience running the board and announcing. Box 739, BROADCASTING.

Situations Wanted (Cont'd)

Are You Looking for a Major League AM or TV Sportscaster?

If so, possibly my experience and references might qualify me for your station. Am presently employed in one of the largest major markets with a network affiliated station. The money is fine. So are the hours, but frankly I want more work, especially handling play-by-play sports: over a dozen years background in this field, covering major league football, baseball, hockey and basketball. My references are the best. Interested in a salary plus talent arrangement. Available on reasonable notice.
BOX 640, BROADCASTING.

Announcer, one year's experience, single, 25, will consider every offer. Box 738, BROADCASTING. 360 N. Michigan Ave., Chicago.

Versatile announcer, news, commentary, continuity, programming. Studio production with limited facilities a specialty. Engineer, 32, married. Desire permanence. Box 735, BROADCASTING.

Announcer; 29, married. College trained in radio, can write continuity. Eligible for GI training. Ambitious and willing. Good voice. Want start. Will travel. Disc and photo on request. Box 734, BROADCASTING.

The man you've been waiting for. Announcer, sportscaster, disc jockey, newscaster, news editor, remote op. FM experience. Licensed. 28, over 4 years broadcasting with networks and independents. Available in July. Box 730, BROADCASTING.

Experienced staff announcer, newscasts, record shows, commercials. Veteran. Will travel. Disc available. Box 691, BROADCASTING.

Announcer 9 months staff experience newscasting, commercials, disc jockey. Veteran. Immediately available. East preferred. Box 690, BROADCASTING.

Graduate Radio City School of Acting and Announcing. Good knowledge of programming and copywriting. Familiar all phases of announcing, newscasting and disc shows. Ability will overcome inexperience. Will travel. Photo and disc upon request. Box 646. BROADCASTING.

Experienced announcer-salesman. Controls, newscasting. Married. Excellent references. Age 34. Available now. Box 619, BROADCASTING.

Highly reputed New York announcer, extremely versatile, seeking permanent position with vigorous regional station that can offer promising present and future. Will bring experience, personality, ideas, professional know-how, executive ability and sterling character to right organization. Will accept reduction in present twelve thousand yearly income for stability and opportunity to enjoy wholesome environment. Prefer major market east, west or south. I do not want "Just a job." Reply only if you have an opening demanding a thoroughly qualified performer or administrator. Box 733, BROADCASTING.

Announcer-writer. Have feet on bottom rung of ladder. Need break to get a start. Just graduated college course in radio. Experience? Have to get it somewhere. Also, have knowledge of television scripts. Prefer small station for beginning. Will travel. GI bill OK. Disc or sample script available. Box 732, BROADCASTING.

Announcer, actor, producer, newscaster, disc jockey, commercial copywriter, 10 years experience, former NBC, available on two weeks notice. Minimum $65.00 plus talent. Married will go anywhere. Address Box 776, BROADCASTING.

Announcer—Veteran, one year experience on independent and Mutual Network stations. Versatile (disc jockey, control board, sports, news, remotes). Desires opportunity with station in any section of country. Disc and photo upon request. Write or wire Stan Kowal, 416 Fort Washington Ave., New York, N. Y.

Experienced in announcing, selling, writing, operating. Hold 1st phone ticket. Knowledge of foreign languages including Russian. Know classical, popular music. Will graduate (History Major) in January. Age 28, veteran, married, one child. Box 763. BROADCASTING.

Situations Wanted (Cont'd)

here, Announcer, young, seeking chance. Experienced in newscasting, commercials, disc shows, some controls. Graduate leading announcers' school, New York. Will travel. Disc, photo on request. Reply Jack Polmer, 1387 Jesup Avenue, Bronx 52, N. Y.

Announcer-copywriter. Year commercial experience. College, veteran. Desires Chicago or vicinity. Victor Petro-ski, 2906 Emerald Ave., Chicago 16.

Announcer. Experienced. Please state salary. Box 758, BROADCASTING.

Light hidden under basket. Presently employed 50,000 watt AM-FM-TV. Seems all air time spent breathing. Graduate announcing school. Want staff job smaller station. 26 years old, single yet, available July 15. Minimum start $50.00. Disc, photo on reply. Box 759, BROADCASTING.

Sportscaster-announcer, 8 years commercial background, seeks station interested in sportscaster or combination program director-sportscaster. Play-by-play experience in all major sports. Reasonable salary commensurate with experience. Excellent references including present management. Age 27. Married. Jack Anthony, Radio Station KWK, St. Louis, Mo.

Newscasting, announcing, news analysis, publicity, promotion. Instructed by NBC executives in Radio City. Veteran desires to put training to work. Box 770, BROADCASTING.

Announcer. Presently employed, skilled all phases, seeks opening progressive, sports-minded station. Disc and photo on request. Box 791, BROADCASTING.

Technical

Engineer—recent grad. Philadelphia wireless 1st phone. Married. M. Zibeck, 114 Dewey Place, Atlantic City, N. J.

Experienced engineer and combination man, 28, married; also seven years naval electronics work; desire position wherein past experience will be useful, but with opportunity to learn other phases of station work. Also interested in buying into station. California and Southwest preferred but not necessary. J. T. Mahar, 5023 10th Ave., Los Angeles.

Engineer. First phone, experienced maintenance, installation, control. Active ham twelve years. Box 732, BROADCASTING.

Chief engineer—southwestern U. S., 250-1000 watts. Former instructor radio theory and shop practice National Schools of Los Angeles. Former marine radio operator, flight radio operator. Experienced construction, installation of shortwave equipment. Both first class commercial tickets, class A amateur. Married. References to interested parties. $75 week required. Box 685, BROADCASTING.

Experienced engineer, announcer, disc jockey, 1st phone seeking employment 250 miles radius NYC. Box 761, BROADCASTING.

Transmitter engineer or chief engineer local. Experienced. Married. Prefer Florida or southwest. Box 777, BROADCASTING.

Engineer—First phone, one year experience. Box 775, BROADCASTING.

Chief engineer or assistant chief available. Thorough technical administrative, operational knowledge. Engineering Degree. FM, AM, Television. Consulting engineering experience. Have adjusted, installed several directional systems. Veteran married, 30 years old. Box 767, BROADCASTING.

Engineer. Experienced all phases broadcast, radio. Excellent references. Veteran, 28, single, will travel. Box 752, BROADCASTING.

Engineer, young man 22, single, RCA graduate 1948, 1st phone, 2nd telegraph. Relief operator 3 years in Merchant Marine. No commercial broadcast experience but ambitious to learn; especially stations one kw or more. Available immediately. Any offer considered. John Drake, 610 Park Ave., New York 21, N.Y.

Transmitter supervisor, single currently employed in station desires transmitter position anywhere in southwest. Excellent references. Box 783, BROADCASTING.

Engineer. RCA grad, first phone. AFRS experience. Single. Will travel. Box 680, BROADCASTING.

Chief transmitter experience. B. S., married. Will move. Box 569, BROADCASTING.

Engineer 10 years in communications. 1st phone, car. Desires to enter broadcast field. Box 533, BROADCASTING.

Situations Wanted (Cont'd)

Technical (cont'd)

Engineer, 1st phone, grad of two schools. Transmitter experience. Family man, steady and honest, will travel. All offers considered. Available immediately. J. W. Hanaway, Thompson's Trailer Court, Fayetteville, North Carolina.

Production-Programming, others

Continuity writer—Capable gal with experience, versatility, ideas, seeks permanent place with live wire metropolitan station. Box 737, BROADCASTING.

News director of large metropolitan station desires change. Years of news background in newspaper and radio. Have been newscaster and reporter for two major networks. East or west coasts or Chicago. Box 733, BROADCASTING.

Promotion manager—Now employed metropolitan 5 kw desires change. Married, veteran. Ten year's experience all phases radio. Proven ability. Box 696, BROADCASTING.

Program director, wide range of administrative experience. Truly unusual background, all phases of radio. Big league experience in several major cities, both coasts. Highest calibre air personality. Presently on announcing staff of 50 kilowatt New York City station. Willing to go anywhere for good combination job as PD and chief announcer, on appropriate salary plus talent or commission arrangement. Potential earnings must be limited only by my ability to produce results. No application blanks, please. Phone or wire collect, LAurelton 5-0152, New York City, and we'll try to arrange personal interview. Or write details care Box 541, BROADCASTING.

Versatile writer-producer. Seeking opportunity in special events or television division alert station. Former foreign correspondent, has handled own forum show in Washington, produced network discussion program. Excellent background news, special events, dramatic scripts, publicity. Female. Write Box 684, BROADCASTING.

Television aspirant. Young college graduate experienced radio and dramatics eagerly seeks opening in your TV station. Vet. Complete resume available. Can write, stage, direct, etc. Box 662, BROADCASTING.

For qualified technicians, write or phone: Employment Department, Melville Radio Institute, 15 West 46th St., N.Y.C. Longacre 4-0340.

Program director-announcer, thorough local station experience, selling ideas and intelligent programming; sober family man. Box 748, BROADCASTING.

More than just an announcer—a producer-program director-salesman. Six years experience large and small markets. Full details upon request. Box 754, BROADCASTING.

Newscaster—special events. 15 years experience radio and newspapers. Desires position with Pacific Coast station. Excellent references. Available September 1. Box 749, BROADCASTING.

FRANKLY ON THE MAKE

for fulltime radio station with radio-wise staff. Presently employed as continuity director and woman commentator, but looking for greener grass. Young, attractive, quietly clever.

BOX 638, BROADCASTING

Program director-announcer, experienced all types announcing, fine voice, pleasing personality, ambitious, with novel, proven workable ideas. Usually successful with personnel, sponsors, listeners. Experienced singing with orchestra, records. Guaranteed satisfaction. Accept announcing position if good pay, real opportunity. Box 771, BROADCASTING.

Program producer-writer. Nine years production local and network shows. Excellent record and background. Now employed leading network affiliate but desires change for good reason. Married, one child. Steady, dependable, hard worker. Seven years present station. Age 30. Would like permanent position in major market. All inquiries will be answered. Box 772, BROADCASTING.

In stock!

Famous 639 Type Cardioids

Both 639A's (three pick-up patterns) and 639B's (six patterns) are available *immediately*—as many as you want. Accessories in stock, too. Just call or write your nearest Graybar office.

Popular 633A Salt Shakers

You can't beat these inexpensive mikes for ruggedness, dependability and high quality. Non-directional or (with 8B Baffle) semi-directional. Order them from your Graybar office for immediate shipment.

How many for YOU?

Quick replacement of damaged mikes

Western Electric factory-rebuilt 639 type and 633A mikes are immediately available on a revolving stock basis. Send your damaged mikes to your Graybar District Warehouse—a replacement will be shipped to you at once.

Distributed by Graybar — Offices in 92 Principal Cities

DISTRIBUTORS: IN THE U.S.A.—Graybar Electric Company. IN CANADA AND NEWFOUNDLAND—Northern Electric Company, Ltd.

Western Electric

— QUALITY COUNTS —

Situations Wanted (Cont'd)

Experienced, thoroughly capable continuity chief and scriptwriter desires change to station in city over 100,000. Commercial and program continuity. Top references. State starting salary. Box 760, BROADCASTING.

Disc Jockey, now employed. Desires change. Tell me what you want and I will send platter. Box 779, BROADCASTING.

Continuity writer, traffic girl, either or both. Hard worker. Two years experience Florida station. College graduate, 24, single. What have you? Lucy Wells, Stockton, Kansas.

I'm no announcer, but I can gather, and write news that will bring invaluable goodwill through your newscasts. Young, experienced on radio, newspapers. College man, single, will travel. Box 768, BROADCASTING.

Combination program and traffic manager. Reliable, young, married. Now announcing on large southwest metropolitan station. Desire permanent position in progressive station. Full details on request. Box 789, BROADCASTING.

Your Gal Friday! Good secretary, trained all phases radio broadcasting. Samples, transcriptions furnished. Box 786, BROADCASTING.

Program director-announcer. Four years in radio. Desires to help some new station in southeast off to a good start. Married, young, sixty dollars for forty hours to start. Now employed program director 1000 watter. My employer knows of this ad. Available on your two weeks notice. Box 792, BROADCASTING.

Harvard Business M.B.A. (1947), 27, three years business experience, energetic, ambitious, can sell, administrate, write. Very useful. Box 793, BROADCASTING.

For Sale

For sale: New 5KVA Sola Constant Voltage Transformer. Primary 95/190V. to 125/250V. Secondary 115V. at 43.5 amps 60 cycle. For $500.00 wire or write Chief Engineer, KBOW, Butte, Montana.

10 kw transmitter. Unusual bargain. Now available. Composite, conservative design. Wire or phone Mark Bullock, Chief Engineer, KFAB, Lincoln, Nebraska.

For sale: Western Electric Reproducing Unit, postwar. Two arms and filters, three 9-A heads. $425.00. KWHW, Altus, Oklahoma.

5 kw AM Transmitter
FOR SALE
Western Electric 5 kw type D96847, can be used on any frequency from 550 to 1600 kc. Immediately available. Price reasonable. Address F. M. Kennedy, Don Lee Broadcasting System, 1313 N. Vine St., Hollywood 28, Calif.

1000 watt Western Electric Type 353E1 transmitter. In excellent condition. Available immediately. Radio Station KDAL, Duluth, Minnesota.

1500' $^3/_8$" 72 ohm soft copper transmission line at $.25 ft. 100' $^7/_8$" at $.50 and complete set end seals and fittings for $^3/_8$". KPUG, Bellingham, Washington.

Two Sweeny, belt-driven, sixteen inch 33 1/3 and 78 RPM transcription turntables. Used 18 months, good condition. $75.00 each. Contact Clyne Graves, WAML, Laurel, Mississippi.

CO-AX (copper) $^3/_8$", 260 feet including connectors. $50.00 f.o.b. KBTM, Jonesboro, Arkansas. Available immediately.

For Sale (Cont'd)

For sale: 250 watt independent station in exclusive, good western market. Superb equipment in own building. Terms arranged. Address Box 713, BROADCASTING.

For sale: Gates limiting amplifier Model 28CO 2½ years of service. Good condition. RCA modulation monitor Type 66-A. Both ready for immediate shipment. Make us an offer. Box 496, BROADCASTING.

For sale—34% of radio station in the Gulf area. Box 742, BROADCASTING.

For sale—New 3 section super turnstile FM antenna. Original crate. WBML, Macon, Georgia.

Two RCA Universal pick-up kits. Latest type. $350.00 WJOC, Jamestown, New York.

250 watt composite transmitter, rack and panel job with separate power supply, Doolittle & Falknor frequency monitor, dozens of new tubes, spare parts, crystals for 1490 kc and 1230 kc both transmitter and monitor, extra microphones, turntables, etc. All used but in good workable condition, to be sold whole or part. We just installed entire new plant with 1000 watts, 850 kc and selling off old material. Phone, wire or write, General Manager, WKBZ, Muskegon, Michigan.

Limiters—Two, as new, Raytheon model RL, 10 limiters for sale at considerable saving. Box 119, Tulare, California.

RCA consolette 76-B4 with power supply, brand new, never used. Cost us $1416.25. Make offer. Phone, wire or write General Manager, WKBZ, Muskegon, Michigan.

Three dictaphone electronic dictating machines, model AE in Cameo cabinets, one matching Cameo model transcribing machine and one Cameo model shaving machine. Entire outfit cost us $1479.79. Used about three months. Make offer, all or separately. Phone, wire or write General Manager, WKBZ, Muskegon, Michigan.

RCA modulation monitor, type 66-A—$275.00. RCA limiting amplifier type 96-AX—$325.00. Western Electric type 23-A console—$675.00. RCA type 70-B transcription turntable with reproducer and filter—$325.00. Audax P.R.O. 5 lateral reproducer—$65.00. All in first class condition and FCC approved. Write WSLI, P.O. Box 1847, Jackson, Miss.

250 watt station, good market, profitable operation. Owner selling because of other interest. Box 774, BROADCASTING.

For sale—$1000. RCA model 301-B, high frequency field intensity meter, complete with RCA model 302-B noise meter. Just what you need for low-band TV and FM field survey. Equipment like new. Calibrated by mfgr. April 1948. Mfgr. price $1395. Reply Box 790, BROADCASTING.

RADIO TOWERS, AM and FM erected, painted and serviced coast to coast.
TOWERS FOR SALE — AM, supporting FM and TV.
Write, wire or phone 8503
John Greene
GREENE TOWER CO.
Southern Pines, N. C.

For sale—Lehigh 204 ft tower, designed for four section pylon, not insulated. $3500.00 FOB Harrisburg, Penna. Box 788, BROADCASTING.

For Sale (Cont'd)

New RCA equipment for sale at RCA list prices. Available now. One 4 section pylon, ten LC 1A speakers, ten 70D turntables, one 76 B5 consolette. Stands, racks, amplifiers. Purchased for FM now abandoned. Box 787, BROADCASTING.

Wanted to Buy

Wanted—Complete equipment for kilowatt station. If you have any or all, write today. Box 743, BROADCASTING.

Experienced radio man interested local station in southeast. Cash. Every reply confidential and answered. Box 744, BROADCASTING.

Wanted—1 kw AM broadcast transmitter, 250 watt FM transmitter. Also, AM and FM monitors. Box 746, BROADCASTING.

Radio Station or CP. Preferably in west or southwest, but will consider other markets. Box 773, BROADCASTING.

Wanted—FM transmitter, up to 3 kw with or without associated speech and monitoring equipment. Write Radio Station WWOL, 315 Main Street, Buffalo 3, New York.

Schools

NATIONAL ACADEMY OF BROADCASTING, INC. NAOB

STATION MANAGERS!
Need Trained Personnel?
BROADCASTERS!
Want a Refresher Course?
BEGINNERS!
Want to be a broadcaster?

THE NATIONAL ACADEMY OF BROADCASTING, INC.
3338 16th Street, N. W.
Washington 10, D. C.
Residence and Correspondence School

NATIONAL ACADEMY OF BROADCASTING. Dept. 111
3338—16th St., N.W.
Washington 10, D. C.
Please send information concerning
☐ **Correspondence** ☐ **Residence Courses.**
Name
Address
City **State**

Schools (Cont'd)

Success Training for the Radio and Airline Industries

You Don't Have To Look Far

for competent engineering help. A call to our placement department lifts the problem off your shoulders and onto ours. Our training staff, which has spent years turning out high-grade AM, FM, and TV engineers, means that you are assured of satisfaction. May we serve you?

CENTRAL RADIO and TELEVISION **SCHOOLS, INC.**
17th and Wyandotte Streets
Kansas City 8, Missouri

Miscellaneous

RADIO BROADCAST STATIONS
BUYERS! SELLERS!
List With Us
Prompt Confidential Service
NATIONAL RADIO STATION BROKERS
5051 Sunset Blvd., Normandy 7841
Los Angeles 27, California

Complete tower erection and maintenance AM-FM-TV. Ace Hi Radio Towers Construction Co., 121 Broad St., Rome, Ga.

STATION LOSING MONEY?
Turn management, programming, sales problems over to radio experts. On the spot consultant and sales service.
WRITE, WIRE OR PHONE 5451
STATION SALES & SERVICE
P. O. Box 1100
Southern Pines, N. C.

MIDWEST NETWORK OPPORTUNITY

A fulltime network station—the only station in a very desirable midwest city having retail sales in excess of $25,000,000.

This is a long established facility—it dominates its market—shows good profits in spite of absentee ownership. Included in sale is more than $35,000 in cash and quick assets. Price for 100 per cent of stock—$125,000. Liberal terms arranged. The successful buyer will have to act quickly on this opportunity.

WIRE OR WRITE THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY, INC.

RADIO STATION BROKERS

WASHINGTON, D. C.
James W. Blackburn
1011 New Hampshire Avenue
NAtional 7405

DALLAS
Clarence E. Wilson and Philip D. Jackson
Tower Petroleum Bldg.
Central 1177

SAN FRANCISCO
Ray V. Hamilton
235 Montgomery Street
Exbrook 2-5672

AN OUTSTANDING BUSINESS OPPORTUNITY

For $75,000 cash you can buy the entire capital stock of a consistently profitable 250 watt fulltime network affiliate—the only radio in a young city of 10,000 population; trading center for 150,000 people. Quick assets of $40,000 and an earning power of better than $20,000 net yearly. Will bear fullest investigation as to equipment and income. Principals only—no brokers.

BOX 660, BROADCASTING

FCC Actions

(Continued from page 91)

Applications Cont.:

License Renewal

Applications for renewal of standard licenses filed by: KXAR Hope, Ark.; KDRS Paragould, Ark.; WDHL Bradenton, Fla.; WDBC Escanaba, Mich.; WINR Binghamton, N. Y.; WLOE Leaksville, N. C.; WSTP Salisbury, N. C.; WBEX Chillicothe, Ohio; WSRS Cleveland Heights, Ohio; KHUZ Borger, Tex.

AM—1250 kc

Jess Oppenheimer, Devery Freeman, Mort Werner, Herb Land, and Jim Strain, partnership d/b as Southland Bcstg. Co., Pomona, Calif.—CP new standard station 1250 kc 1 kw D DA.

STATION DELETED

AM—1400 kc

Robin Weaver, tr/as Grenada Bcstg. Co., Grenada, Miss.—Deleted CP new standard station WRXL, 1400 kc 250 w unl.

TENDERED FOR FILING

AM—1280 kc

Richard O'Connor, Saratoga Springs, N. Y.—CP new standard station 1280 kc 1 kw D.

Transfer of Control

WMOA Marietta, Ohio—Consent to transfer of control from Howard L. Chernoff, Melva Chernoff and Mildred Chernoff to William G. Wells.

BY COMMISSION EN BANC

Extension of Time

Florida Bcstg. Co., Jacksonville, Fla.—Granted 90-day extension of time to complete construction on cond. that interim operation be commenced within such period.

WCAE Inc., Pittsburgh—Same.

WBIG-FM, Greensboro, N. C.—Granted extension of time to Sept. 21 to complete construction, subject to termination of common ownership of Greensboro News Co., permittee of WFMY, and resignation of Edney Ridge as officer and director of Greensboro News Co.

Hearing Designated

McClatchy Bcstg Co., Sacramento, Calif.—Designated for hearing application for new Class B FM station and made KSLI Salinas, KWBR-FM and KRON-FM San Francisco, parties to proceeding.

Petition Denied

Bunker Hill Bcstg. Co., Boston—Adopted memorandum opinion and order denying petition directed against Commission's action of June 24, 1947, granting new Class B FM station to Tempieton Radio Mfg. Corp., Boston, or to designate Tempieton for hearing in consolidated Boston-FM hearing presently pending.

FM-89.9 mc

Providence College Inc., Providence, R. I.—Granted CP new noncommercial educational FM station, Channel 210 (89.9 mc), 3.1 kw, 200 ft; estimated cost $27,708.

TV-66-72 mc

Rock Island Bcstg. Co., Rock Island, Ill.—Granted new commercial TV station, Channel 4 (66-72 mc), vis. 13.6 kw, aur. 7.6 kw, ant. 400-ft.; estimated cost: $177,200.

Extension of Time

WOIC Washington, D. C.—Granted extension of completion date new TV station to Sept. 1.

Hearing Rescinded

Matta Bcstg. Co., Pittsburgh—Designated for hearing application new TV station on Channel 10 in consolidated proceeding with other pending applications for Pittsburgh stations.

TV Rescinded

Fisher's Blend Stations Inc., Totem Bcstrs. Inc., Queen City Bcstg. Co., King Bcstg. Co. and Twentieth Century-Fox of Washington Inc., Seattle, Wash.—Adopted order rescinding and setting aside grant made June 2 to Fisher's Blend Stations Inc. and designated said application with remaining four applications for hearing in consolidated proceeding.

June 9 Applications . . .

ACCEPTED FOR FILING

Assignment of License

WTWA Thomson, Ga.—Voluntary assignment of CP and license from Walter J. Brown tr/as Hickory Hill Bcstg. Co. to Hickory Hill Bcstg. Co.

WCNT Centralia, Ill.—Voluntary assignment of license from Hobart Stephenson to WCNT Inc.

Acquisition of Control

WKJG Fort Wayne, Ind.—Voluntary acquisition of control of permittee corporation from Frank E. McKinney and Robert H. Hinkley to William A. Kunkel Jr.

Assignment of License

WJXN Jackson, Miss.—Voluntary assignment of license from P. K. Ewing Jr., P. C. Ewing and Myrtle M. Ewing partnership d/b as Ewing Bcstg. Co. to Andalusia Bcstg. Co. Inc.

WICY Malone, N. Y.—Voluntary assignment of license from Mitchell C. Tackley tr/as North County Bcstg. Co. to North Country Bcstg. Co. Inc.

AM—1580 kc

Eagle Printing Co., Butler, Pa.—CP new standard station 1430 kc 500 w D. AMENDED to change frequency to 1580 kc.

Assignment of License

KSTA Coleman, Tex.—Voluntary assignment of license from Charles L. South, H. H. Jackson, Alton Stewart and Ross Bohannon, partnership d/b as Coleman County Bcstg. Co. to Coleman County Bcstg. Co.

Assignment of CP

KSVC Richfield, Utah—Voluntary assignment of CP from William L. Warner tr/as The Sevier Valley Bcstg. Co. to Sevier Valley Bcstg. Co.

License for CP

KKLA Los Angeles—License to cover CP new FM station.

Modification of CP

WGOR Fort Lauderdale, Fla.—Mod. CP new FM station for extension of completion date.

Assignment of CP

WCNT-FM Centralia, Ill.—Voluntary assignment of permittee from Hobart Stephenson to WCNT Inc.

Modification of CP

KDTH-FM Dubuque, Iowa—Mod. CP new FM station for extension of completion date.

KWKH-FM Shreveport, La.—Same.

WHB-FM Kansas City—Same.

KXOK-FM St. Louis—Same.

WAAT-FM Newark, N. J.—Same.

FM-94.3 mc

Elkin, N. C.—CP new FM station (Class A) on 94.3 mc, Channel 232, ERP 0.325 kw and ant. height above average terrain 110 ft.

License for CP

WLAL Lakewood, Ohio—License to cover CP new FM station.

Modification of CP

KPRC-FM Houston, Tex.—Mod. CP new FM station for extension of completion date.

TV—174-180 mc

Mid-South Television Bcstg. Co., Jackson, Miss.—CP new commercial television station Channel 7, 174-180 mc, ERP vis. 20.6 kw, aur. 14.7 kw, unl.

King Bcstg. Co., Seattle, Wash.—CP new commercial television station on Channel 7, 174-180 mc, ERP vis. 28.1 kw, aur. 14.1 kw unl.

AMERICAN PURCHASES TV FOOTBALL RIGHTS

EXCLUSIVE TELEVISION rights to five U. of Illinois home football games have been purchased by American Tobacco Co. through N. W. Ayer and Son Inc., "Chuck" Flynn, university athletic publicity director, told BROADCASTING Tuesday. This will mark inauguration of video from university's Memorial Stadium at Champaign.

Games will be fed to Chicago and St. Louis via coaxial cable installed earlier this year by Illinois Bell Telephone Co.

Micro-wave towers will be erected to transmit games from Champaign to Danville, 36 miles away, where junction with Chicago-St. Louis cable will be made. Towers should be ready shortly before Sept. 25 season opener, Mr. Flynn said.

Two rooms in the press box radio section are being converted into one television booth. The Illini schedule for the five games follows: Sept. 25, Kansas State; Oct. 9, Army; Oct. 23, Purdue; Nov. 6, Iowa; Nov. 13, Ohio State.

It is assumed that the games will be carried in St. Louis on KSD-TV but neither of the Chicago TV stations, WGN-TV or WBKB, was prepared to comment on its plans with reference to the telecasts.

Directors of BMI Canada And BMI Meet at Ottawa

DIRECTORS of BMI and BMI Canada Ltd. held a joint meeting at Chateau Laurier, Ottawa, June 12-14, with Carl Haverlin, president of both companies, presiding. Agenda was to include presentation by BMI Canada Ltd., of new Canadian placename tunes and their promotion in the United States.

Canadian directors at meeting were Harry Sedgwick, CFRB Toronto; Phil Lalonde, CKAC Montreal and president of Canadian Assn. of Broadcasters; Donald Manson, assistant general manager of Canadian Broadcasting Corp., Ottawa; Ernest L. Bushnell, CBC Toronto; Jack Slatter, Radio Representative Ltd., Toronto; and Marcel Ouimet, CBC, Montreal.

STL—Unassigned

Badger Bcstg. Co., Fitchburg, Wis.—CP new ST link station on frequency to be assigned by FCC, 15 w, emission special for FM with maximum frequency swing of 200 kc, hours unl.

License Renewal

Applications for renewal of standard broadcast license filed by: KBRO Bremerton, Wash.; KICM Mason City, Iowa; KOVC Valley City, N. D.; WAYB Waynesboro, Va.; WHBB Selma, Ala.; WKBV Richmond, Ind.; WLAT Conway, S. C.; WTMV East St. Louis, Ill.

TENDERED FOR FILING

TV—54-60 mc

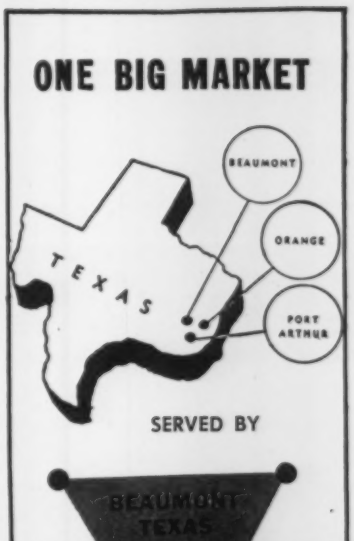
City of Jacksonville, Fla.—CP new commercial television station Channel 2, 54-60 mc, ERP vis. 15 kw, aur. 7.5 kw.

Davenport Bcstg. Co. Inc., Davenport, Iowa—CP new commercial television station Channel 2, 54-60 mc, ERP vis. 1.625 kw, aur. 0.8126 kw.

TV—192-198 mc

Westinghouse Radio Stations Inc., Portland, Ore.—CP new commercial television station Channel 10, 192-198 mc, ERP vis. 8.5 kw, aur. 4.25 kw.

(Continued on page 97)



KAYX
IN WATERLOO IS THE STATION WITH THE MOST
D.A.
DAYTIME AUDIENCE
MORE
LISTENERS WITH DOLLARS TO SPEND IN NORTHEAST IOWA
*The more people you tell . . . the more you SELL!
★ Tell these people . . . over their FAVORITE DAYTIME STATION ! !
kaux
1080 watts 1090 k c
A.W. TRIGGS JR: MGR:

AREA REP. TALLCORN NETWORK, GEORGE W. WEBBER

WIBK

ANY WAY
YOU LOOK AT IT

KNOXVILLE'S
BEST BET
is

WIBK

Represented by
DONALD COOKE, INC.

FIRST... WHERE THERE'S MOST!

WJDX
NBC AFFILIATE
IN Jackson
MISSISSIPPI

Industrial employment in Mississippi in 1947 was 67% higher than in 1939 and approximately 11% greater than in 1946. Year by year Mississippi's effective buying income has steadily increased.

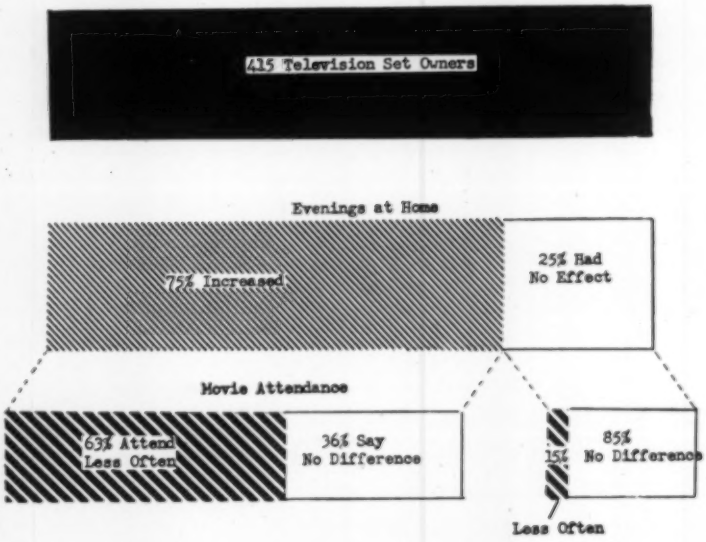
5000 - DAY
1000 - NIGHT

18 YEARS' LEADERSHIP

Represented Nationally by the George P. Hollingbery Co.

Chart B

Increase in Stay-at-Home, Due to TV



* * *

Telestatus

(Continued from page 16)

questionnaire or the wording of the questions.

"If there is any tendency which leads to exaggerated answers," the agency continued, "it lies in the fact of television set ownership itself. But there is no reason to believe that the answers found in the study give an incorrect picture of the trend."

Even so, the company injected "a note of caution."

The survey, it was noted, "reflects present conditions" and is "not presented as a prediction of future developments." As its programs improve, however, it was felt that video "is likely to provide increasingly stiff competition for the motion picture producer."

Further, it was pointed out, it is difficult for persons who have had television sets for several years to "give an absolutely accurate report" of their movie-going habits before television. The additional fact of a general decline in movie attendance since the war—presumably affecting both set owners and non-owners—also must be kept in mind, FC&B noted.

But since the survey was limited to home set owners, the agency felt that "any effects of television reported here may be an *underestimation* because no account is taken of the effects on non-owners who view television at the homes of friends, in bars and other public places."

A 55-MINUTE extension of WQXR New York's broadcasting day is to begin Monday, June 14, with "Nightcap" program of light popular music to make its debut from 12:05-1 a.m. To be heard nightly, program boosts total of broadcast hours to 18 Mon.-Sat., and 17 for Sun.

CAB Planning to Abolish Volume Discount in Jan.

VOLUME DISCOUNT of 10%, which has threatened an upheaval in rates of Canadian broadcasting stations, now has been slated by Canadian Assn. of Broadcasters to be abolished after Jan. 5, 1949.

Discount was first given for year-round advertising to one large account by a number of stations. Long discussion on volume discounts to promote 52-week advertising took place at CAB convention last March at Quebec, and decision was left to CAB board of directors.

Announcement was made early this month by CAB that a third large account has now been given a 10% additional discount, this one a 1,000-spot-announcement campaign. CAB directors recommend that acceptance of such discount arrangements be continued till Jan. 5, 1949, and that after that date the discount for volume of spots be discontinued.

Trouble Forces KGO Off Air Twice in Four Days

KGO San Francisco was knocked off the air twice within four days. On the first occasion, May 26, the burn-out of a main rectifier plate transformer put the station off the air for one hour and 46 minutes. The transformer burn-out resulted in the burning up of the main rectifier step-start resistors and wiring.

On May 30 a freak hail and lightning storm resulted in the transmitter going off the air for 12 seconds. Lightning struck one of the antenna towers, knocking out a series tuning condenser.

Feature

(Continued from page 12)

"The Private Life of John Green" (John Green Typifies the Countless Young Men Who Dream of Rising to the Top) shows him pensively sitting over a cup of coffee with a disinterested young woman, who may be Gwyned herself for all we know. The caption: "John recently heard of a nice girl in his own office, and has been bold enough to take her out for coffee. Idly he touches her wrist with his finger while she thinks of someone far away."

In the description of his early days, *the newell-post* says that when John's mother was "asked what he should be called, she murmured dreamily, 'Name—shmame—call him John. I seen it in a book somewheres.'"

Pictures show Career Man going about his daily chores at home and at the office—adding a few drops of beer to a frying egg for a midnight snack, relaxing by washing out "one of his three remaining socks," weeping on a friend's shoulder, taking a date to Nedicks, drinking a "hasty breakfast" in a midtown gin mill, and other high spots in the life of the busy young agency hopeful.

"The exciting complexitiy of his life might seem to obscure John's chief ambition," *the newell-post* says in conclusion. "But John does not forget. He does not know how or when he will be able to commute from Westchester, but even as he works he knows he must find the answer."

CANADIAN BROADCASTING Corp. plans in September to issue weekly publication incorporating items from free distribution "Program News" which finished its career with June issue. New weekly magazine will be sold on subscription basis.

Phenomenal Value!
17 JEWEL • 2 PUSH BUTTON
CHRONOGRAPH 29.75 Plus Tax
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• STOP WATCH • TACHOMETER

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• Sweep second hand • Radium Dial
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IDEAL FOR • Physicians • Engineers • Radio men • Sportsmen • Photographers • Aviators
ALSO AVAILABLE IN 18-K GOLD CASE $64.50 (Plus 10% tax) FORMERLY $125
MONEY BACK IN 10 DAYS if not satisfied for any reason
ADLEW JEWELERS Dept. R
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MAIL ORDERS PROMPTLY FILLED. Shipped C.O.D. or send check or money-order. Address all mail-orders to ADLEW JEWELERS (Dept. R) 152 W. 42d St., N. Y. 18

FCC Actions

(Continued from page 95)

June 10 Decisions . . .

BY THE COMMISSION

Facsimile Standards

Announced adoption of rules and regulations for commercial facsimile broadcast service (see story page 24).

DOCKET CASE ACTION

AM—1400 kc

Announced final decision to deny application of Wired Music Inc. for new AM station at Rockford, Ill., 1400 kc 500 w unl.

BY COMMISSION EN BANC

Assignment of License

WMGW and WMGW-FM Meadville, Pa.—Granted consent to assignment of license of AM station WMGW and CP for WMGW-FM from H. C. Winslow, individual, to Meadville Bcstg. Service Inc. in return for which assignee corp. will surrender note held against Winslow in amount of $100,000.

Transfer of Control

KLIX Twin Falls, Ida.—Granted voluntary transfer of control by Fentress M. Kuhn to J. Robb Brady Trust Co. of 22,000 sh. (50%) for $22,000.

Assignment of License

WBMS and WBMS-FM Boston—Granted consent to assignment of license for AM station WBMS and permit for WBMS-FM from Templetone Radio Mfg. Corp. to WBMS Inc. for $175,000 cash plus losses not to exceed $1,000 per month from Jan. 1 to date minus all profits for same period.

Transfer of Control

WFTL Ft. Lauderdale, Fla.—Granted voluntary transfer of control of Ft. Lauderdale Bcstg. Co. Inc. from Gene T. Dyer, Evelyn M. Dyer, Dwight L. Rogers and Reginald B. Martin to Gore Pub. Co., permittee of FM station WGOR Ft. Lauderdale and owner and publisher of daily newspaper, for $150,000 less one half net profits arising from operation of station from Jan. 1 until date of closing the transaction.

Renewal of License

WMIQ Iron Mountain, Mich.—Granted renewal of license for period ending Feb. 1, 1951.

AM—1280 kc

Alma Bcstg. Co. Inc., Alma, Mich.—Granted CP new station 1280 kc 1 kw D on cond. that applicant accept any interference that might be received in event of grant of application for 1280 kc at Defiance, Ohio. Estimated cost $18,825.

AM—1320 kc

Canisteo Bcstg. Corp., Hornell, N. Y.—Granted CP new station 1320 kc 1 kw D; engineering cond. Estimated cost $18,497.

AM—1290 kc

Mercury Bcstg. Co., Portland, Ore.—Granted CP new station 1290 kc 1 kw D; engineering cond. Estimated cost $4,500.

AM—1380 kc

Philip Mathews, Carlisle, Pa.—Granted CP new station 1380 kc 1 kw D. Estimated cost $22,632, engineering cond.

AM—1240 kc

Hector Reichard, Aguadilla, P. R.—Granted CP new station 1240 kc 250 w unl, subject to relinquishment of 1230 kc by WKVM at Arecibo, and engineering cond. Estimated cost $14,750.

AM—910 kc

KJAN Opelousas, La.—Granted CP replace expired CP new station 910 kc 1 kw unl. DA-N, subject to submission by applicant of measurements proving compliance of unapproved trans. with Sec. 46 of rules.

AM—1250 kc

WSKB McComb, Miss.—Granted mod. CP increase D power from 1 to 5 kw, provided applicant satisfies all legitimate complaints of blanket interference occurring within 250 mv/m contour.

Hearing Designated

Comal Bcstg. Co. and Snowden Radio Enterprises, New Braunfels, Tex.—Designated for consolidated hearing applications of Comal and Snowden, each requesting new station 1420 kc 1 kw D.

Pellegrin & Smeby, Detroit, and Hamtramck Radio Corp., Hamtramck, Mich.—Designated for consolidated hearing application of Pellegrin and Hamtramck, each requesting new stations 1440 kc 500 w D.

Robert F. Wolfe Co., Fremont, Ohio, and Hillsdale Bcstg. Co. Inc., Hillsdale, Mich.—Designated for consolidated hearing application of Wolfe Co. and Hillsdale, each requesting 900 kc 500 w DA

The Orange Belt Station, Redlands, Calif.—Designated for hearing application for new station 910 kc 500 w D, in consolidated hearing with applications for Van Nuys, Los Angeles and Riverside.

Vulcan Bcstg Co., Birmingham, Ala.—Designated for hearing application for new station 1490 kc 250 w unl.

KPSC Phoenix and KTSC Tucson, Ariz.—Designated for hearing in consolidated proceeding applications of KPSC to mount ant. on south tower of AM DA, and to extend completion date of CP from May 4 to Nov. 4, 1948; and application of KTSC to make changes in DA pattern, change trans. location and extend completion date of CP.

Rule Amended

Commission amended Sec. 3.188 of its broadcast rules to waive station identification of transcribed network programs broadcast an hour later because of Daylight Saving Time differential, provided such stations make appropriate announcement at least once each day between 10 a.m. and 10 p.m. to effect that some or all of network programs are delayed broadcasts by means of transcription, and indicating whether transcriptions have been made by network or individual station. This gives individual affiliates privilege previously limited to networks during periods of Daylight Saving.

June 10 Applications . . .

ACCEPTED FOR FILING

License for CP

KVCV Redding, Calif.—License to cover CP change frequency, increase power, etc.

Modification of CP

KFKA Greeley, Colo.—Mod. CP change frequency etc., for extension of completion date.

WWXL Peoria, Ill.—Mod. CP change frequency, increase power etc., for extension of completion date.

AM—940 kc

Lester E. Gavitt, Southbridge, Mass.—CP new standard station 940 kc 500 w D.

AM—1290 kc

WKNE Keene, N. H.—CP make changes in DA-D.

AM—1270 kc

WHLD Niagara Falls, N.Y.—CP change frequency from 1290 to 1200 kc and hours from D to limited time. AMENDED to change frequency from 1200 to 1270 kc, power from 1 kw limited to 5 kw D; hours from limited to D, install DA.

Modification of CP

WVAM Altoona, Pa.—Mod. CP new standard station for extension of completion date.

AM—1590 kc

KATL Houston, Tex.—CP increase power from 1 kw to 5 kw, change from DA-DN to DA-N. AMENDED to change name of applicant from Fred Weber, E. A. Stephens and William H. Talbot d/b as Texas Bcstrs. to Texas Bcstrs. Inc.

Assignment of License

KRIO McAllen, Tex.—Voluntary assignment of license from Valley Bcstg. Assn. Inc. to Frontier Bcstg. Co. Inc.

License for CP

KWFT Wichita Falls, Tex.—License to cover CP increase power.

Assignment of CP

KWIE Kennewick, Wash.—Voluntary assignment of CP from Frank Krshka, Joseph Patterson and Edith Jansen, partnership d/b as Benton County Bcstrs. to Harold A. Clark, Donald E. Seeley, Marvin E. Johnston and Clarence J. McCredie, partnership d/b as Mid-Columbia Bcstrs.

Modification of CP

KVRS Rock Springs, Wyo.—Mod. CP change frequency, increase power, etc., for extension of completion date.

APPLICATION DISMISSED

AM—1410 kc

John H. Poole, Santa Ana, Calif.—CP new standard station 1410 kc 1 kw D. DISMISSED June 7.

License Renewal

Applications for renewal of standard broadcast license filed by KBZY Grand Rapids, Minn.; KICO Calexico, Calif.; KVOU Uvalde, Tex.; KVWC Vernon, Tex.; KWEW Hobbs, N. M.; KWIK Burbank, Calif.; KWOR Worland, Wyo.; KYCA Prescott, Ariz.; WFKY Frankfort, Ky.; WLAU Laurel, Miss.; WTVL Waterville, Me.; WWNS Statesboro, Ga.

Modification of CP

WIOD-FM Miami, Fla.—Mod. CP new FM station to change ERP from 54 kw to 53 kw, decrease ant. height above average terrain to 313 ft.

License for CP

WSAV-FM Savannah, Ga.—License to cover CP new FM station.

Acquisition of Control

WKJG-FM Fort Wayne, Ind.—Voluntary acquisition of control of permittee corporation from Frank E. McKinney and Robert H. Hinckley to William A. Kunkel Jr.

Modification of CP

WOWO-FM Fort Wayne, Ind.—Mod. CP new FM station for extension of completion date.

License for CP

WVJS-FM Owensboro, Ky.—License to cover CP new FM station.

Modification of CP

WDSU-FM New Orleans—Mod. CP new FM station to decrease ant. height above average terrain to 393 ft.

License for CP

WEBC-FM Duluth, Minn.—License to cover CP which authorized changes in FM station.

AM—94.7 mc

Independent Bcstg. Co., Springfield, Mo.—CP new FM station (Class B) on Channel 234 (94.7 mc) ERP 3.4 kw and ant. height above average terrain 231 ft. AMENDED to change ERP to 11.1 kw, ant. height to 226 ft.

Modification of CP

WISE-FM Asheville, N. C.—Mod. CP new FM station for extension of completion date.

License for CP

WFIN-FM Finlay, Ohio—License to cover CP new FM station.

FM—106.5 mc

Bloom Radio Inc., Bloomsburg, Pa.—CP new FM station Channel 255 (98.9 mc) ERP 14.6 kw and ant. height above average terrain 217 ft. AMENDED to change frequency to Channel 293 (106.5 mc).

License for CP

WCRS-FM Greenwood, S. C.—License to cover CP new FM station.

Modification of CP

WMCF Memphis, Tenn.—Mod. CP new FM station for extension of completion date.

KTLA Los Angeles—Mod. CP for change in corporate name from Television Productions Inc. to Paramount Television Productions Inc.

KFI-TV Los Angeles—Mod. CP new commercial television station for extension of completion date.

KPIX San Francisco—Mod. CP new commercial television station, to increase ERP from vis. 23.6 kw, aur. 12.6 kw to vis 29.9 kw, aur. 15.4 kw.

WTTV Bloomington, Ind.—Mod. CP new commercial television station for extension of completion date.

WTCN-TV Minneapolis—Same.

WATV Newark, N. J.—Same.

TV—186-192 mc

Oklahoma City Television Co., Oklahoma City, Okla.—CP new commercial television station Channel 9 (186-192 mc) ERP vis. 29.5 kw, aur. 14.7 kw. unl.

Exp. TV Stations

American Bcstg. Co. Inc., Los Angeles—CP two new exp. television relay stations on 7000-7025, 6875-6900, 6900-6925, 7100-7125 mc 0.1 w emission A5 and hours of operation in accordance with Sec. 4.131(b) and 4.163. Also same for two stations each in San Francisco and Chicago.

Modification of License

W6XLA Los Angeles—Mod. license for change in corporate name from Television Productions Inc. to Paramount Television Productions Inc. Same re CP for W6XYZ.

Hearings Before FCC . . .

JUNE 14

AM—Further Hearing

The Acme Bcstg. Co., Elizabethtown, Ky.—CP 1450 kc 250 w unl.

Party respondent: WLAP Lexington, Ky.

JUNE 15

TV—Hearing

In the matter of American Telephone and Telegraph Co., and Western Union Telegraph Co.—Charges and regulations for television transmission services and facilities.

AM—Hearing

Blackhawk Bcstg. Co., Sterling, Ill.—CP 1240 kc 100 w unl.

WTAX Springfield, Ill.—CP 1240 kc 250 w unl.

The Shelbyville Bcstg. Co., Shelbyville, Ill.—CP 1250 kc 250 w D.

WLPO La Salle, Ill.—CP 1250 kc 500 w unl. DA-2.

Respondents: WSBC Chicago; WEDC Chicago; WCRW Chicago; WQUA Moline, Ill.; KBIZ Ottumwa, Iowa.; KWLC Decorah, Iowa; KDEC Dubuque, Iowa; WIBU Poynette, Wis.; WHBF Rock Island, Ill.; WJBC Bloomington, Ill.; KFMO Cape Girardeau, Mo.; WEBQ Harrisburg, Ill.; KWOS Jefferson City, Mo.; WGL Fort Wayne, Ind., and WMAW Milwaukee.

FCC Box Score

FCC BOX SCORE of actions as of last Thursday stands as follows: Standard stations—1,678 licensed, 356 construction permits, 279 applications in pending file, 304 applications in hearing; FM—128 licensed, 113 conditional grants, 799 CPs (of which 417 are on air under special temporary authority) 52 applications pending, 40 applications in hearing; television—seven licensed, 101 CPs (of which 27 are on air), 269 applications pending of which 163 are in hearing.

Convention

(Continued from page 79)

with 30 persons cooperating in coverage. At least an hour-and-a-half of convention proceedings will be aired at daytime, with significant events during the evening. Besides its booth, WIP will use one of the MBS auditorium rooms. Traveling mikes, two-way walkie-talkie and around-the-clock news desk will be maintained.

WIBG has nine night baseball games scheduled during the GOP convention and will not take anything live during the games. All sessions will be recorded, however, and edited for the 11-12 p.m. *Newsreel of the Air*. Programs will be fed from the WIBG room in the auditorium and Newsmen Price Owen, Fred Knight, Fred Wieting and Tom Moore will take part in coverage.

WPEN will handle the Continental (FM) Network (see separate account of Continental plans. Every minute of proceedings will be carried on FM, with three special programs on AM and FM each day. At the station one studio has been set aside as a working studio and another for political broadcasts. John Corcoran, Joe McCaffrey and Paul S. Green will handle the bulk of coverage.

WPTZ will aid NBC in television coverage, furnishing operating personnel and a remote crew. Coverage will be selective, since the station learned by experience in 1940 that much of the convention is poor viewing.

WHAT will pick up for WOV New York and for KFWB Los Angeles. President William Banks will be at the auditorium all day with a staff of six to eight in a booth shared with WFIL. KFWB is sending Clete Roberts, commentator, and WOV an Italian-language commentator. WHAT, a foreign-tongue outlet, will cut into regular programs when news warrants and will have tape recorder at hotels and other points.

WTEL will have wire recorded interviews from the auditorium in German and English. Walter Boehm, state GOP organizer, speaks German and will interpret events in that tongue. WTEL also plans Polish program.

At Deadline ...

LEGAL ASSIGNMENTS ARE CHANGED BY FCC

REASSIGNMENTS for seven members of FCC Legal Dept. confirmed by Commission Friday. Change of departmental nomenclature also reported in effect with all FCC departments becoming bureaus, divisions remaining under same title, sections becoming branches and units becoming sections.

Richard A. Solomon, attorney in old Litigation Section, Litigation and Administration Division, is promoted to chief of section, now termed Litigation Branch. He succeeds Joseph M. Kittner, now assistant to General Counsel Benedict P. Cottone, [BROADCASTING, May 24]. Walter R. Powell, AM Section attorney, promoted to chief of Transfer Branch, Broadcast Division. Parker D. Hancock, attorney in Review Section, Broadcast Division, elevated to chief of section, now Review Branch. He replaces Barnard Koteen, resigned [BROADCASTING, June 7].

Television Section, on paper for several years, activated as Television Branch in Broadcast Division with John E. McCoy named chief. Mrs. Hilda Shea, assistant to Mr. Kittner in general counsel's office, replaces Mr. McCoy as chief of FM Branch. Mrs. Shea's former post is taken by David H. Deibler, chief of Transfer Section which becomes Transfer Branch under Mr. Powell. Robert H. Alford, Motions and Rehearings Branch, becomes acting chief succeeding Theodore Baron resigned (see story page 62). Naming of Television Branch staff relieves workload of William H. Bauer, patent consultant to FCC and chief of Law Dept.'s Technical Section.

FCC's chief departments now become Bureau of Accounting, Bureau of Administration, Bureau of Engineering, Bureau of Law and Bureau of the Secretary. Name changes are in line with efforts of Senate Committee on Expenditures in Executive Departments to secure uniform nomenclature in government agencies.

PETRILLO REELECTED AS PRESIDENT OF AFM

JAMES C. PETRILLO reelected unopposed as AFM president, post he has held since 1940, by delegates in convention at Asbury Park (early story page 25). Incumbents C. L. Bagley, vice president; Leo Cluesmann, secretary, Walter M. Murdoch, Canadian representative on Executive Board, and Thomas F. Gamble, treasurer, also renamed.

Convention approved resolution for study of plan for establishment by AFM of "a radio station or stations" to serve as laboratory for union's radio interests.

Mr. Petrillo read convention telegram from President Truman greeting union "at a time when unwise legislation that has been enacted by Congress and the failure to enact wise legislation join to imperil the future of America. . ."

ALLOCATION TABLE REVISED

TABLE of allocations between 10 kc and 25 mc is being revised and brought up to date and will be subject of subsequent rule-making proceeding, FCC said Friday in announcing recodification proposal which would limit Part 2 of Rules and Regulations to allocations and international treaty matters. Other provisions of present Part 2 would be revoked or transferred to other appropriate sections of Rules.

AM-FM SALE SPLIT RULE REJECTED BY COMMISSION

ADVISABILITY of requiring that joint AM-FM stations up for sale he offered separately for purposes of competitive bidding under Avco transfer rule has been considered by FCC and rejected, it was revealed Friday.

In order denying Bunker Hill Broadcasting Co. petition to have Templetone Radio Mfg. Corp.'s CP for WBMS-FM Boston forfeited or its transfer application (transfer approved, page 22) put into hearing with pending Boston FM applications—question that's expected to be raised in other cases, TV as well as FM —Commission said:

We have considered whether under the Avco Rule Templetone should be required to separate its proposed transfer into two separate transfers covering the AM license and the FM construction permit, respectively, and to offer the public the opportunity to bid for either or both.

Separation of AM and FM stations, located in the same community and licensed to a single licensee, for the purpose of transfer of the licenses, has not been required under the Avco procedure in the past and it appears to us to be impracticable and unrealistic under the present circumstances. To require such a separation would impose a hardship upon the tranferer that is not called for by the Avco Rule and does not appear to us to be necessary or justified.

Bunker Hill, one of four applicants for two available FM channels, contended Templetone failed to prosecute its CP diligently. FCC replied firm had acted with "reasonable diligence" and now has WBMS-FM on air on interim basis. FCC viewed as "without merit" Bunker Hill's request for comparative consideration with WBMS Inc., assignee of WBMS and WBMS-FM. Commission noted Bunker Hill had not filed competing bid under Avco, but recognized Bunker Hill's argument that Avco procedure is worthless to it since bid would have to be for AM, "which it does not want," as well as FM.

4 COMMERCIAL VIDEO STATION APPLICATIONS

FOUR NEW applications for commercial television stations filed with FCC Friday:

Peoria, Ill.—West Central Broadcasting Co., Channel 12 (204-210 mc), effective radiated power 29 kw visual, 14.5 kw aural, antenna height above average terrain 393 ft. Initial cost $212,250, first year operating cost $120 000, revenue $60,000. Applicant operates WEEK Peoria, is associated in ownership with WKY Oklahoma City and KLZ Denver.

Shreveport, La.—International Broadcasting Corp., Channel 8 (180-186 mc), 24 kw visual, 13 kw aural, antenna 600 ft. Initial cost $307.000, monthly cost of operation $8.500, revenue unknown. Applicant is licensee KWKH that city.

Portland, Me.—Oliver Broadcasting Corp., Channel 8 (180-186 mc), 29.3 kw visual, 15.4 kw aural, antenna 327 ft. Initial cost $167,790, first year costs and revenue unknown. Applicant is licensee WPOR Portland.

Scranton, Pa.—Appalachian Co., Channel 7 (174-180 mc), 2.78 kw visual, 1.46 kw aural, antenna 841 ft. Co-partnership: Frank J. Collins, local businessman; Dahl W. Mack, 18.3% owner WSCR Scranton, and Henry J. Geist, commercial engineer in New York.

Y & R STAFF REVISION

APPOINTMENTS of personnel in line with integration of radio and television operations of Young & Rubicam announced by Sigurd Larmon, agency president. Sylvester (Pat) Weaver, vice president and director of radio and television, will direct integrated departments. Everard Meade, vice president, named manager, and Joseph A. Moran, vice president, will continue as associate director. William E. Forbes continues as supervisor of television department. Frederic W. Wyle named supervisor of radio operations.

WORLD SERIES COVERAGE AVAILABLE TO TELEVISION

WORLD SERIES will be available for television coverage on one-time contract, as last year, Leslie G. Arries, director of sports and special events for DuMont Television Network, reported immediately following meeting with Baseball Commissioner A. B. Chandler; Ford Frick, National League president; William Harridge, American League president.

Meeting was not television session, Mr. Arries said, subject arising when baseball men took advantage of his presence to ask about video coverage.

Attitude of baseball leaders toward television is "watchful waiting," Mr. Arries said.

FUND DRIVE OPENS JULY 4 FOR GERMAN RADIO SETS

"SILVER SHOWER" 10-day campaign to raise $100,000 for radio sets to be installed in German school rooms opens July 4, NAB announced Friday. Project was approved by NAB board at Los Angeles after request for sets was made by American occupation officials in Germany.

Listeners will be asked to send silver coins in pockets, at time they hear promotional broadcasts, to stations. Theme will be that shower of silver now may prevent hail of lead later.

Closed Circuit

(Continued from page 4)

last week in capacity other than RCA-NBC executive. As new president of Richards stations (WJR, WGAR, KMPC) he made courtesy calls around town preparatory to survey of station operations. An original TV enthusiast he is expected to drive hard in video direction for Richards stations.

ALTHOUGH LATEST version of White Bill (see page 21) would supersede Johnson Resolution (SRes-246) introduced fortnight ago, Washington insiders admonish all concerned to keep their eye on that "shorty" which requires simple unanimous consent for adoption. It's red flag to all broadcasters on program "censorship" issue and to clear channel broadcasters because it would limit power to 50 kw.

BEST BET for launching WBAP Fort Worth's television station is between Sept. 15 and Oct. 1 with Harold Hough, radio director, leaning toward earlier date. New four-unit ranch-type plant between Dallas and Fort Worth is nearing completion.

UNHERALDED MEETING of commissioner-designate, Frieda B. Hennock, before Brewster subcommittee considering her confirmation (with added Senatorial starters) last Wednesday had its lighter moments. Word from behind closed doors was that chivalrous attitude of Senators led Miss Hennock to observe that things were so serene she felt "tea would be served at any moment."

RADIO legislative lineup in Senate next year will undergo sweeping change. Chairmen White of Maine, Hawkes of New Jersey, and Moore of Oklahoma, Republicans, aren't running. Sen. Johnson (D-Col.) will have real run for it particularly if there's Republican landslide. And Sen. Tobey (R-N.H.), who could succeed to chairmanship if Republicans win as expected, is torn between that post and Banking & Currency which he now heads.

WLW's "Morning Matinee" pulled 24% of all requests to an offer made on 150 stations!

Robin Hood *Enriched* **Flour**

INTERNATIONAL MILLING COMPANY
MINNEAPOLIS, MINN.

March 9, 1948

Mrs. Ruth Lyons
Morning Matinee
Station WLW
Cincinnati, Ohio

Dear Mrs. Lyons:

I would like to take this opportunity to thank you for the grand job you did in telling your listeners of the scissors offered by Robin Hood Flour for 25¢ and proof of purchase. I am sure you will be interested in knowing that your one program directed approximately 24% of all requests received from radio stations. When you consider that we plugged this promotion on about 50 stations in the northern section of the country and over 100 stations in the South carrying "Queen For A Day" radio show, it makes your response all the more outstanding.

I don't know to what we can attribute such success unless we say it is just smart programing and excellent handling of the show by yourself which has built up such an unusually faithful and responsive audience.

We thank you sincerely for such fine cooperation.

Yours very truly,

INTERNATIONAL MILLING COMPANY

William King, Jr.

By William King, Jr.
Advertising Manager

WK:smd

AN IMPROVED ALL-PURPOSE FLOUR FOR BREAD, CAKES AND PASTRY

Crosley Broadcasting Corporation

WLW